

AUGUST...

...1932

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Otto H. Windt gives some practical and theoretical tests for Hard Candy . . . Pack-Adages, by Francis Chilson . . . The Jobber Survey . . . Can high-priced candies stand the gaff? . . . Hard candies and summer goods analyzed by our Clinic Superintendent.

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The
**MANUFACTURING
CONFECTIONER**

*It's a
recognized
fact
that
Better
Quality
Caramels
and
Fudges
can be
produced
at lower
production
costs
by using
VAC-CREAM
VAC-MILK
or
VAC-MIKS*

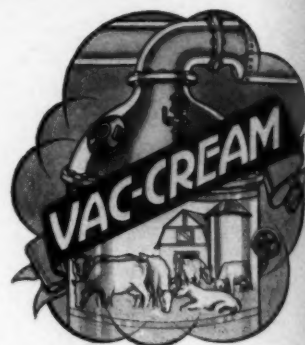
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*Send for
FREE
proven
formulas*

Are You in Step

to meet TODAY'S competition
with candies of IMPROVED quality?

VAC-CREAM is a highly concentrated fresh cream and milk product, vacuum processed, containing 18% butterfat, 88% solids, and retaining all the natural cream and milk flavor.



(THESE PRODUCTS ARE NOT CARAMEL PASTES)



VAC-MILK is a highly concentrated fresh milk product containing 8% butterfat and 88% solids, vacuum processed and retaining all the natural milk flavor.

... And don't forget these
SPECIALLY PREPARED CONFECTIONER'S PRODUCTS

**NOUGAT WHIP
HAND ROLL CREME
EGG-O-CREME**

Only the *freshest* of ingredients will produce palatable, fine-tasting confections. That is why these three exceptional products will render marked improvements in your candies. Try them and compare results.

All of Senneff's products have this company's 42-year record of dependable service to the candy industry to back them up.

There's no time like the present to send for a copy of Senneff's Candy Makers' Guide and "Special Formulas". These are free on request.

SENNEFF-HERR CO., Sterling, Ill.

The MANUFACTURING CONFECTIONER

Vol. XII

AUGUST, 1932

No. 8

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ESSENTIAL OILS and Kindred Products

*To increase sales
by reducing prices
may be good business
but it is far better
to increase sales
by improving confections
with*
"D & O" MODERN FLAVORS
and
ESSENTIAL OILS

It will pay you to investigate

DODGE AND OLCOTT COMPANY
180 Varick Street New York City

Consult Us for Any Desired Information

When writing our advertisers please mention The MANUFACTURING CONFECTIONER

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The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

and Miscellaneous Advertising Directed to Manufacturing Confectioners

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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ESSENTIAL OILS *for* CONFECTIONERS

OIL ANISE OIL LEMON
OIL ORANGE
OIL CASSIA
OIL PEPPERMINT
OIL LIMES DISTILLED
OIL LIMES EXPRESSED

Highest Quality

Reasonably Priced

Ask Us for Samples

UNGERER & CO.
13-15 West 20th Street
NEW YORK



Merckens Fondant Process

The Proper Warm Weather Coating—

There is a two-fold reason why you should coat with Merckens Fondant Process Coating right now—

FIRST—Merckens Fondant Process Coating sets quicker and does not soften as easily as ordinary coatings do in warm weather. This insures the fine appearance and lasting qualities of your chocolates.

SECOND—There is a delicacy of flavor that the Merckens Fondant Process brings out of cocoa—adding to the taste appeal of your candies.

Merckens Fondant Process Coating is manufactured according to a New process—and is true to Merckens Quality. Need we say more?

Branches

BOSTON
131 State St.

NEW YORK
25 W. Broadway

LOS ANGELES
412 W. Sixth St.

CHICAGO
Handler & Merckens, Inc.
180 West Washington St.

*Let us submit samples
without cost or obligation*

MERCKENS CHOCOLATE CO., Inc.
BUFFALO, N. Y.

The cocoa tree, strictly a native of the tropics, attains a height of about 22 feet. The pods which grow next to the trunk and main branches, each contain from 25 to 40 almond shaped seeds which are the cocoa beans of commerce. Banana trees are planted in rows nearby to protect the cocoa trees from the burning rays of the tropical sun.



Only the finest cocoa beans from Java, the South Seas, Venezuela, Ecuador and the West Indies are used in the manufacture of GUITTARD COATING. Upon arrival at the plant, these choice beans are first blended and then carefully roasted in new type controlled roasters, to produce the superlative flavor that is found only in GUITTARD COATING.

GUITTARD CHOCOLATE CO
EST. 1868 «» **SAN FRANCISCO**

FAMOUS FOR OLD DUTCH MILK AND FRENCH VANILLA COATING

When writing our advertisers please mention The MANUFACTURING CONFECTIONER



in blazing the trail to **BETTER FLAVORS**

Since the early 70's, confectioners have looked to FRITZSCHE for fine flavors at non-prohibitive costs.

The industry's approval of the unflagging uniformity and excellence of our standards is evidenced by its general acceptance of them for its own.

Every FRITZSCHE flavor is designed to meet current esthetic and economic requirements. Only the finest essential oils and raw materials are used. Production here and abroad is painstakingly supervised by master chemists. Our research department is continuously engaged in the study of flavor composition and constantly adjusts our flavors to suit the special and changing needs of the trade.

Your choice of a superior flavor will prove less costly than a poor one—and more valuable in promoting the salability of your product.

We will be happy to prescribe a flavor for your every confectionery need if you will submit the name of the flavor, the type of candy for which it is desired and the attendant conditions surrounding its production. Recommendations and samples will be promptly submitted.

FRITZSCHE BROTHERS, INC.

A FLAVOR FOR EVERY PURPOSE

Fritzsche Brothers of Canada, Ltd. 77-79 Jarvis St., Toronto

78-84 BEEKMAN ST.
NEW YORK

118 WEST OHIO ST.
CHICAGO

When writing our advertisers please mention The MANUFACTURING CONFECTIONER



What Walter Baker Technical Service means to YOU

WALTER BAKER Technical Service is based on over 150 years' experience as manufacturer for the confectionery trade.

As the oldest and leading manufacturer of chocolate, it is the business of Baker Technical Service to understand confectioners' problems, to keep abreast of taste trends and new developments, to help create new ideas and pieces, to figure costs, coverage, yield, and generally advise manufacturing confectioners.

Every problem is handled as an individual service, based on the longest and most comprehensive experience anywhere available to manufacturing confectioners—large or small.



Such experience, and such service, means—among other things—the ability to manufacture chocolate liquors and coatings to meet all special requirements.

For instance, DUXBURY VANILLA is a new coating for enrober work and hand dipping. It has extremely fine texture and smoothness, high gloss, firmness and snap, and resistance to bloom.

DUXBURY VANILLA has a real chocolate character, with delicious flavor and good aroma. Stabilized viscosity provides uniformity at all times. It sets quickly, permits ease of handling, provides maximum coverage and perfect sealing. We will be glad to send a sample of DUXBURY VANILLA on request.

WALTER BAKER & CO., INC.

DORCHESTER, MASS. • CHICAGO: 208 W. WASHINGTON ST. • MONTREAL, CANADA • PACIFIC COAST: MILLIARD & SCHMIEDER

When writing our advertisers please mention The MANUFACTURING CONFECTIONER

"...I Licked That Problem Years Ago"



"BETWEEN rivals, Ed, I'm going to give you a little information that'll put some sunshine on that face of yours. You're complaining because your product isn't getting the breaks you think it deserves. I was doing the same thing. I thought I was turning out as fine a product as any one. And boy! was I burning the candle at both ends trying to put it across. But it just didn't seem to take. I was up against it right. And then I got next to a flavor house that did a whole lot more than just try to sell me flavors. Said they didn't want to sell me a single drop of flavor until they'd studied my needs and found out just what I should use. I couldn't see any harm in taking a chance. Besides, they said their recommendations wouldn't cost me a cent and wouldn't obligate me in any way.

And did they work wonders in putting a real flavor-appeal into my old products. Didn't change my formulas at all. Simply went at it in true scientific fashion and found out just the type and grade of flavors I needed. That certainly relieved me of a lot of worry and confusion. And it's put a lot of extra shekels into the reserve fund of yours truly. Why don't you let these people counsel with you? Ten to one they'll find out in a hurry just where they can help you. The name of the

company? Foote & Jenks, Jackson, Michigan."

Substitute Flavor Facts for Flavor Fallacies

For nearly a half century the house of Foote & Jenks has been assisting progressive flavor users in determining the correct flavors to fit their individual needs. All the facts are impartially weighed and carefully correlated, so that the conclusions arrived at are really helpful. Submit your problem to us in strict confidence. Our recommendations will entail no cost or obligation.

FOOTE & JENKS
INCORPORATED
*Flavor Consultants and
Manufacturers since 1884*
JACKSON, MICHIGAN U. S. A.

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OPPORTUNE

for FAL

PARK & T

FOR SALE

541 W. 43rd Street

Have discontinued their candy
been fortunate in purchas

CHOCOLATE DEPARTMENT

- 4—24" latest type, National Equipment Enrobers, motor driven, anti-tailers, feeding and delivery systems, bottoming attachments and detailers.
- 5—2000 lb. capacity National Chocolate Melters.
- 3—1000 lb. capacity National Chocolate Kettles.
- 2—500 lb. capacity National Chocolate Kettles.
- 2—300 lb. capacity National Chocolate Kettles.
- 1—Walters Basket Machine.
- 4—2-pot Chocolate Dipping Tables (marble top).
- 1—Forgrove Foil Wrapping Machines, with motors.
- 4—Smith Scales.
- 3—Motor Driven Conveyors for packing goods.
- 3—Motor Driven Conveyors for transferring centers from moulding department to Enrobers.
- 1—Weightograph Machine with conveyor.
- Factory Stools and Packing Tables.

CARAMEL AND NOUGAT MACHINERY

- 1—50 gal. double action, Mixing, three speed tilting jacketed kettle.
- 3—50 gal. single action, Mixing, tilting jacketed kettles.
- 1—Caramel Cutter and Wrapper, 13/16" x 13/16" x 3/8" to 3/4".
- 3—White Caramel Cutters.
- 1—Mills Two Way Automatic Caramel Cutter.
- 2—Mills Reversible Sizing Machines.
- 1—National Equipment Automatic Nougat Cutter.
- 1—Racine Nougat Cutter.

MOULDING MACHINERY

- 1—Steel Mogul Machines, fully automatic.
- 5—Steel Mogul Pumps, 10 to 80 outlets.
- 1—Wood Mogul, Type A.
- 6—Wood Mogul Pumps, 10 to 80 outlets.
- 1—Complete Carrier Portable Hot Room.
- 5,000 standard starch trays with starch, size 14 1/2" x 32", outside measurements.
- 70—Plaster and Aluminum mould boards.
- 2—Marrow Cut Roll Machines.
- 1—Werner Two Color Combination Depositor and Automatic Printer.
- 2—Springfield No. 2 Depositors, motor driven.
- 1—Racine Depositor, motor driven.
- 1—Springfield Simplex Starch Buck, with motor.
- 2—Hand Printers.
- 6—Colseth Starch Board Trucks.
- 2—Gyrator Sifters.

CREAM DEPARTMENT

- 1—Hohberger Cream Cooler and Beater, motor driven with Kettles, daily capacity, approximately 18,000 lbs.
- 1—Werner 600 lb. Syrup Cooler with two cylinder Cream Beaters, Kettle and Pump.
- 2—7 ft. Ball Cream Beaters.
- 3—60 gal. Baum, high speed, Cream Breakers.
- 2—50 gal. Springfield E. B. Cream Remelters.

MARSHMALLOW MACHINERY

- 2—Springfield 50 gal. Marshmallow Beaters.
- 1—Savage 80 gal. Marshmallow Beater.
- 1—Hobart 3 speed Marshmallow whip, 80 qt. capacity.

WE offer for sale at sacrifice prices, for sale and removal, all the machinery, equipment, conveyors, accessories and systems, formerly used by this company.

This plant operated May 1st and the machinery is still up.

We invite you to inspect

Sacrifice Price

STEAM KETTLES

- 30—Steam Jacketed Kettles, with bottom-draw-offs, following sizes:
10 gal. 35 gal., 40 gal., 50 gal., 60 gal., 80 gal., 100 gal., 150 gal., 350 gal.
- Steam Jacketed Mixing Kettles:
25 to 100 gal. capacity, single and double action.

The above is only a partial list of the

LET US SHOW YOU THROUGH THIS MOST MODERNLY EQUIPPED

Write or Wire Us

UNION CONFECTIONERY MACHINERY

CABLE

BAR GAINS

AL EASON

TILFORD

... New York City
candy chocolate factory and we have
r chas air complete modern equipment

his ideally equipped
plant. Our representative
always on the premises
and will gladly show you
round.

May we suggest that you
write today or wire at
our expense. All offer-
ings are subject to prior
sale, and there is only a
limited quantity of each
item available.

Prior Quick Sales

CRYSTAL AND PAN DEPARTMENT

- 1-300 gal. Steam Jacketed Crystallizing Tank.
- 9-Crystallizing Tanks with screens, pans and baskets.
- 1-Tilting Crystal Frame.
- 15-Burkhard 38" Revolving Pans with and without coils.
- 10-Syrup Kettles, 10 to 25 gal. capacity.

available in the Park & Tilford Plant

REPRESENTATIVE IS ALWAYS ON THE PREMISES, AT YOUR SERVICE

Prices and Details

0., 318-322 Lafayette St., New York City

CABLE ADDRESS

PIECE MEAL

HARD CANDY MACHINERY

- 1-Simplex Steam Vacuum Cooker.
- 1-800 lb. Burkhard Vacuum with kettle and pump.
- 2-Racine Die Pop Machines, motor driven.
- 1-Racine Duplex Automatic Sucker Machine with conveyor and blower, motor driven, latest style.
- 1-Package Machinery Sucker Wrapper Machine, adjustable, motor driven.
- 1-Hildreth size 6, double arm, Pulling Machine, motor driven.
- 1-Hohberger Continuous Cutter, with chains.
- 1-Racine Continuous Cutter.
- 2-Werner Ball Machines.
- 2-York Batch Rollers, electrically heated, motor driven.
- 4-Water-Cooled Tables, 3' x 6' and 3' x 8'.
- 1-Forgrove Hard Candy Wrapping Machine (with twist ends), motor driven.
- 1-Kiss Machine.
- 3-Mills Drop Machines with Rollers.

NUT MACHINERY

- 1-Lambert Nut Roasting Machine.
- 1-Almond Blanching Machine.
- 1-Nut Grinding Machine.

COCOA DEPARTMENT

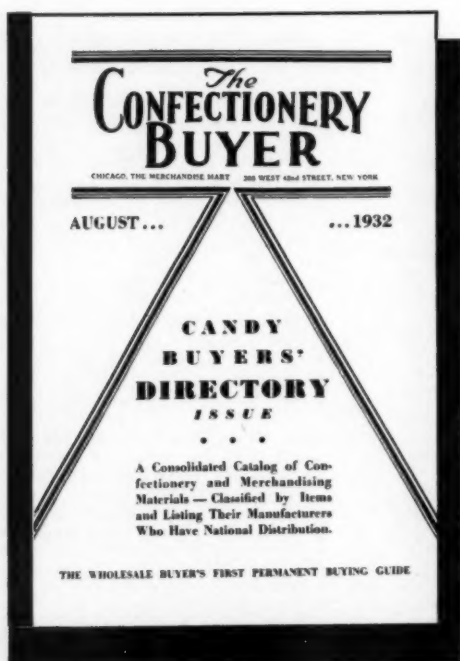
- 2-Carver Cocoa Butter Presses, late style, with automatic filling and ejecting and metal filter pads, and high and low pressure pumps and tank.
- 1-Complete Cocoa Powdering outfit with block breaker, pulverizer, and cocoa cooler and sifter.

CHOCOLATE COATING MANUFACTURING

- 1-Bausman battery combination of four disc machines with two 500 lb. kettles.
- 2-National close coupled, pot Conges, 4000 lb. capacity each.
- 4-National Equipment Longitudinal Conges, 1600 lb. capacity.
- 3-38" National Triple Mills, motor driven.
- 2-National 5 Roll Refiners.
- 3-National 3 Roll Refiners.
- 6-2000 lb. capacity, National Chocolate Melters.
- 3-1000 lb. capacity, National Chocolate Melters.
- 2-500 lb. capacity, National Chocolate Melters.
- 1-W. & P. 100 gal. Mixing and Kneading Machine.
- 2-National Paste Moulding Machines with shaking tables.
- 1-Racine Chocolate Kiss Depositor.
- 3-Long Chocolate Cooling Conveyors.
- 1-National four roll cocoa cake breaker.
- 1-Schutz O'Neil Sugar Pulverizer.
- 3-Springfield Chasers.
- 1-Springfield Melangeur.
- 4-Burns 5 bag Gas Roasters.
- 1-Burns Cocoa Bean Cleaning Machine, complete.
- 2-National Crackers and Fanners, seven compartment.
- 1-Lehman Germ Separator.
- 1-Lehman Dust Cleaner.
- 1-Portable Chocolate Truck with motor driven pump.
- Cocoa Nib storage bins.
- Chocolate Pans and Moulds.
- Chocolate Pumps, all sizes.
- 6-Five and Ten Cent Ferguson and Haas Chocolate Bar Wrappers.

Concentrate on Your Market And reduce your advertising costs

The CONFECTIONERY BUYER'S verified wasteless circulation will bring you greater returns for less money!



★ *Another achievement in service — the industry's first CANDY BUYERS' DIRECTORY—for wholesale buyers—published as the August issue of The CONFECTIONERY BUYER.*

IF you want lower selling costs, concentrate your efforts where advertising results are greatest—among the Wholesale, Chain Store and Large Retail buyers, those who are doing 90% of the country's candy business. Nearly eight thousand of these selected buyers scan every issue of The CONFECTIONERY BUYER because it is devoted exclusively to their problems of doing a better job at wholesaling and merchandising.

CONCENTRATE ON THE BUYER

The CONFECTIONERY BUYER is the *only* publication for *buyers only*. It is therefore concentrated on your market editorially and in circulation. That's like using raw material especially adapted to manufacturing candy. It's like efficiency in plant production. It means concentrated, efficient selling directed to your prospects—and to them only!

When you advertise in The CONFECTIONERY BUYER you avoid waste circulation. Not one dollar of your money is spent outside the distribution field. The CONFECTIONERY BUYER does not attempt to cover the technical problems of production and distribution—of the Manufacturer, the Distributor and Merchandiser—all in the same publication. We believe it is impossible to do justice to any group of readers or advertisers under such a program.

A SPECIALIZED PUBLICATION

Based upon that conviction, this experienced organization—which has served none other than the confectionery industry for the past eleven years—serves the manufacturers and buyers in two distinctly separate publications. The CONFECTIONERY BUYER and its companion, The MANUFACTURING CONFECTIONER, are the two specialized publications in the industry . . . Each devoted respectively to the distribution and manufacturing fields.

The CONFECTIONERY BUYER has a stimulating leadership in promoting better and more profitable distribution practices, while raising both the quality and profit standards of the industry . . . The most able men available, with a background of successful experience in marketing and merchandising contribute to its discussions . . . Its news is conspicuous by its brevity, minus dilutions and thinning out. It therefore has reader-confidence and buyer-acceptance.

Nowhere else can you find this wasteless, concentrated coverage of your market. Prove this to your own satisfaction by comparing the *audited* circulation (C. C. A.) figures of The CONFECTIONERY BUYER with whatever *verified* figures you can obtain on any or all other confectionery publications. You are entitled to this proof. Every advertiser has a right to know *how much* and *what kind* of circulation a trade paper can deliver.

The Only Confectionery Publication Devoted Exclusively to Wholesale, Chain Store and Large Retail Buyers!

The CONFECTIONERY BUYER

Division of The Manufacturing Confectioner Publishing Co.
1142-43 The Merchandise Mart, Chicago, Illinois.



Circulation Verified by Controlled Circulation Audit, Inc.

WHAT C. C. A. MEANS

The BUYER circulation records are audited periodically by The Controlled Circulation Audit, Inc. It is a national organization of publishers and advertisers formed to make available certified information upon the circulation of high-quality business publications having a so-called "controlled circulation"—readers selected as logical prospects for the merchandise of the advertisers.

"It is often possible to get business for a publication of questionable value," stated a prominent advertising publication recently, "provided it is not forced to make a complete showing of what it has to offer." For that reason it behooves every prospective advertiser to scrutinize carefully the circulation of *every* publication—including The CONFECTIONERY BUYER—so that he can be sure of what he is buying.

YOU COVER THE MARKET WHEN YOU'RE IN "THE BUYER"

Leading manufacturers are using The CONFECTIONERY BUYER because: (1) it offers the highest available concentrated circulation to candy buyers only, (2) it is doing a constructive educational job for them, and (3) it is doing a selling job at the lowest cost per reader.

You have reader-confidence, buyer-acceptance, verified high-quality circulation, and dominance of the candy distribution market when you tell your story in The BUYER. Confine your advertising where greatest profit can be made!



CITRIC ACID U.S.P.

"MADE FROM AMERICAN LEMONS"

By Exchange Lemon Products Co., Corona, Calif.

CRYSTALS • GRANULAR
• POWDERED •

IMMEDIATE SHIPMENT IN
KEGS • BARRELS • CARLOADS

Distributed East of the Rockies by

Hallinckrodt CHEMICAL WORKS
St. Louis, Missouri

DODGE & OLCOTT COMPANY
180 Varick Street, New York City

J. T. BAKER CHEMICAL COMPANY
Phillipsburg, New Jersey

NEW YORK QUININE & CHEMICAL WORKS
101 North 11th Street, Brooklyn, New York

Pacific Coast Served by

Products Department—CALIFORNIA FRUIT GROWERS EXCHANGE—Ontario, California



When writing our advertisers please mention The MANUFACTURING CONFECTIONER

The ELECTRIC EYE



**.. cuts Printed Cellophane Costs
10% to 25%**



**Locates the printed design
correctly on the package**

Printed Cellophane in roll form, as used on this machine, costs 10% to 25% less than when supplied in sheets for hand wrapping. In some cases this saving alone will pay for the machine in six months. In addition, there is a real saving in labor cost—for one machine will wrap 25,000 to 30,000 bars daily.

This important economy in wrapping is made possible by our new Electric Eye registering device. As the printed Cellophane is fed from the roll, the electric eye "watches" the printed design and actuates the cutting and registering mechanism, so that the design is correctly located on every bar—as shown on the Planter's Peanut bar.

If you have never used printed Cellophane because of former wrapping difficulties, it will now pay you to consider the use of this attractive, sales-compelling material. If you are already using printed Cellophane, you cannot afford to ignore the savings this new machine-wrapping will give you.

Write for Information

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts

New York Chicago Los Angeles
London: Baker-Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

When writing our advertisers please mention The MANUFACTURING CONFECTIONER



Editorial

No Deal

THE president of one of our prominent equipment firms received a wire from his Western representative the other day stating that he had just had a conference with a prospective customer who was ready to buy a new machine providing certain terms were met. Said "terms" involved, among other things, a trade-in for which the candy manufacturer wanted a rather generous allowance. The salesman's superior wired him promptly: "This offer made *six months too late*. Cannot consider at terms stipulated."

Which is just an indication of the change that is taking place in business circles today. Six months ago buyers could dictate their own terms; today conditions are different. As a result the business of buying and selling will be on a more rational scale than it has been for a long time. And that will make it better for every one concerned.

Thanks to the Kiddies

MANY odd and interesting aspects of the candy business have been brought to light through statistics compiled by the Department of Commerce. The remarkable stability of penny candies from year to year is a case in point. During 1931 American manufacturers sold close to 200 million pounds of this class of goods. Being made primarily for juvenile consumption, children paid the bill which took about 5 billion pennies out of their pockets. Which means that the kiddies like their candy and, depression or no

depression, they're going to have it! That's a thought to keep in mind when the next depression comes along.

It Seems to Us

THE so-called "power of the press" is a recognized factor in the business and social order of the day. To use it judiciously and discreetly is the duty of every publisher and editor. To do otherwise is to bring discredit not only to themselves, and their publications, but to the profession of which they are a part.

As one of that profession, it is our privilege to be rather intimately associated with the candy industry and interested, therefore, in its welfare. Consequently, when a contemporary publication makes use of its columns to tear down and discredit a constructive piece of work, which, if successful, would vastly benefit our industry, it becomes a matter not entirely impersonal to us.

We are not being intrusive, therefore, when we register our disapproval of the recently published attack upon Mr. Joseph Gooch, Director of the Candy Institute of America. The basis of this attack was irrelevant; the character of it decidedly in poor taste. As such, it could be construed in no other way than an indirect criticism of the judgment of the three score or more manufacturers who have invested their time and money in the work of the Institute.

When a publisher employs his columns to this advantage, it seems almost like using brass knuckles on a man who only has his bare fists to fight with.

The Candy Buyer's Directory

WITH the publication this month of the CANDY BUYERS' DIRECTORY issue of The CONFECTIONERY BUYER the industry is being provided for the first time in its history with a complete buyer's guide, classifying the various types of confectionery manufactured and listing the names of all firms who make each type of goods and distribute on a national or sectional scale to its readers. It places in the hands of the candy buyer of the Wholesale, Chain Store, and Large Retail outlets an index or consolidated catalog of manufactured products for ready reference.

This represents a service which will be of infinite value to both the manufacturers and buyers as a medium which will bring them together at a moment's demand. The buyers are being given for the first time a comprehensive perspective of the types of merchandise produced by the industry. Buyers will now know the types of goods each company manufactures in proper relation to the same items made by others.

The CANDY BUYERS' DIRECTORY is another step forward in The CONFECTIONERY BUYER's program of service to the industry. It represents no little expense and effort on the part of this publication to serve the needs of the distribution trade.

Sweetest Day

NOW is the time to think about Sweetest Day plans and possibilities for this year. Both Sweetest Day and Candy Week have been profitable events in some section of the country in the past. The success of the day and week in any community depends upon many definite factors involved in putting over a special sales feature of this character for an entire industry.

The opportunities of Candy Week and Sweetest Day as stated by the N. C. A. are "an opportunity to make an unusually effective drive for fall business, to introduce new lines and items, to clean up and arrange special window and counter displays in dealers' stores. Sweetest Day is the

ideal moment for sampling and advertising. In preparation for this event retailers will dress up their candy departments, replenish stocks and devote unusual effort to selling candy."

The essential thing in staging a successful Sweetest Day and Candy Week is the complete support of every manufacturer, wholesaler, and retailer in the industry. Strong promotional efforts in each community are important backed by wholehearted cooperation on the part of every local confectioner. This has been noticeably lacking in vicinities where the events have been unsuccessful. Organized leadership, enthusiasm, and planning ahead by the manufacturers make the day and week a success.

A change in the campaign might make it more successful this year. Perhaps there is not so much wrong with the idea of Sweetest Day as with its application and slogan. It may be that a change in emphasis is needed—a different spirit and appeal to the public. For instance, drop the appeal to sentiment through the slogan "Make Somebody Happy," and substitute another. We must admit that it is expecting a lot of the public to become very enthusiastic over what we might call a sentimental day established by one industry obviously for commercial gain. The sentimental days which have won the acceptance of the American people are based upon an idea, event, or ideal evolving out of a universal appeal unneedful of artificial stimulation and devoid of commercialism. The commercialized aspect of these days has developed after their origin.

Mother's Day, Easter, Thanksgiving, and Christmas have become big candy sales events based upon the sentiment. In attempting to establish Sweetest Day on the same basis may be an unpopular duplication of the same "Make-Somebody-Happy" idea.

Possibly a change in slogan to a lighter vein, such as "It's Our Treat!" would strike a more popular note. Sweetest Day then could be presented as the day when the confectionery industry gives its treat to the consuming public. Confectioners could advertise to their customers that in appreciation of their patronage they are offering a special treat on Sweetest Day—

(Continued on page 50)



Hard Candy

Some Practical and Theoretical Tests

By OTTO H. WINDT
Research Chemist

ONE of the many specific and important applications of chemistry to the confectionery industry during the last decade has been the attempted solution of the "Hard Candy Problem." The desired goal in this field of research is the production of hard candies, primarily of the satin-finish types that will withstand exposure to severe summer atmospheric conditions of high temperatures and high humidities. In other words, our objective is an ideal hard candy that (1) will not stick and (2) will not lose its satin shine or gloss when subjected to extreme atmospheric conditions. Even though this ideal is unattainable without resorting to coating the confections with a thin film of some moisture-proof material we can, nevertheless, approach very much closer to our goal than we have for years. This has been made possible as a result of the application of scientific research to both methods and raw materials of hard candy manufacture.

We are all familiar with the economic aspects of this problem. As a direct result of the highly seasonal hard candy demand the manufacturing confectioner must carry an excessive financial burden for from six to eight months of the year in idle machinery, wasted floor space, etc. True enough he can produce the standard "sugared" or "sanded" clear candies but what about the satin-finish types? Satin-finish hard candies when properly made from

the standpoints of colors, flavors, assortments, and workmanship constitute one of the candymaker's most attractive and tasteful accomplishments. The question immediately arises, however, as to whether a class of candies of this type, possessing the required weather-resisting or "stand-up" qualities, can be merchandised throughout the year. Is there consumer demand for hard candies during the spring and summer seasons? Apparently there are few requests, a fact that may be due to at least three factors. The first we can designate as the practical factor in that the consumer knows that candies of this type, unless they are "sugared" or have crystallized surfaces, will become sticky, the colors will "run together," and all in all an unappealing mass (or "mess") will result if exposed to even ordinary atmospheric conditions. "Unsugared" hard candies as a class are accordingly condemned, the superior along with the inferior. In the second place we have the physiological factor as a result of the high caloric value of hard candies and sweets in general—they are excellent energy foods and as such are heat producers. Lastly we have what may be described as the psychological factor in that satin-finish candies are associated with the winter holiday season.

Education and the production of new varieties of hard candies will overcome the resistance built up by the last two factors but before we can start an educational campaign

we must be capable of producing candies of a higher type possessing greater resistance to atmospheric conditions.

Proper packaging of hard candies alone will not solve our problem in that it must be borne in mind that by far the greater proportion of hard candies are sold from counter display bins. Within the last few years some of the chain-store organizations have attempted the packaging of satin-finish merchandise in moisture-proof cellulose. There are various difficulties with respect to the use of this material for the packing of hard candies that cannot be gone into in this short paper. Whenever cost is not prohibitive the ideal methods of merchandising satin-finish confections are in air-tight tins or glass jars. We have hard candy samples that were packed in these containers ten years ago. The candies are still in perfect condition from the standpoint of appearance, and the flavors, moreover, are still of remarkably good quality.

The Chemist's Viewpoint

Hard candy from the chemist's viewpoint is a *super-cooled solution* of sucrose (cane or beet sugar), corn syrup, and invert sugar (either added as such or formed during the cooking process) containing approximately one per cent of water. "Pure sugar" hard candy is a super-cooled solution of sucrose and invert sugar containing approximately one per cent of water. Hard candy as a class can also be described as an

amorphous solid that resembles glass in appearance and properties except that it is very water soluble and, therefore, affected by atmospheric humidity. It exhibits the properties of a solid but is in an unstable state. The degree of this instability is dependent on various factors such as the nature and ratios of the various ingredients present and their solubility relationships, storage conditions as regards temperature and humidity, etc. This instability is an ever-present force which under proper conditions will tend to change the product to the stable or normal form. It is this change that we must prevent or retard in hard candy fabrication in order to produce an acceptable confection. The state of equilibrium that is attained by any particular hard candy when exposed to air will depend on its composition and on the atmospheric conditions of temperature and humidity to which it is exposed. Take, for example, the case of two hard candies of different compositions subjected to identical summer weather. The one, if it contains a high sucrose percentage, will revert to a crystalline, dull product. The other, if it contains a high percentage of invert sugar or corn syrup, will melt and form a highly concentrated syrup. In the former case the state of equilibrium under the given conditions was a crystalline mass, and in the latter a syrup.

Classification of Hard Candies

We can make a more or less arbitrary classification of hard candies into the "pure sugar" group and the much larger group containing sucrose, corn syrup, and invert sugar in varying proportions. "Pure sugar" or "all sugar" hard candies, as stated previously, consist of sucrose and invert sugar (together with a small per cent of water). The invert sugar is required to prevent premature crystallization or "graining" of the sucrose. The amount necessary to prevent this change will depend on various factors, for example, such as cooking and fabricating conditions. It is common practice to add a predetermined amount of an "acid salt," usually cream of tartar, that will invert the desired percentage of sucrose. At the present

time organic acids, such as acetic, tartaric, and citric, are rarely if ever used for the production of pure sugar candies due to the difficulty of controlling the inversion. Another far from satisfactory method is the prolonged cooking method or "self-doctoring" of a batch. The ingredients used for the inversion of sucrose are called "doctors" by the candymaker. The methods listed above for "doctoring the batch" or "cutting the grain" are not desirable, in that unless unusual precautions are followed, lack of uniformity of the finished product will invariably result. The better plan, by far, in

It is our privilege and pleasure to present a new contributor to MANUFACTURING CONFECTIONER readers. Mr. Otto H. Windt is a graduate of the University of Chicago, having majored in Organic Chemistry. For two years he was assistant to the professor specializing on carbohydrate problems. Seven and a half years as Research Chemist for the Farley Candy Company, during the last two and a half of which Mr. Windt has had the additional responsibilities of Assistant Superintendent, bring us up to the present writing.

It is hoped that this is but the first of many more fine articles, eventually to flow from this author's pen.—Editor.

the production of this class of hard candies is the use of sucrose together with the predetermined amount of invert sugar that will produce the desired results. The invert sugar can be readily made in syrup form if the supervision of a chemist is available, or a standard invert sugar syrup or "mush" can be purchased. Following this procedure will insure greater uniformity of product in that the uncertainties and variables inherent in the use of inverting agents in sucrose solutions will be avoided. As stated later invert sugar itself under the conditions of hard candy cooking will cause a small amount of inversion of sucrose due to the de-

composition of levulose into acidic products.

"Pure sugar" hard candies can also be made, and so labeled (Govt. ruling on Dextrose, 1931), from combinations of sucrose and dextrose (corn sugar or Cerelease). When these sugars are cooked together in the proper proportions to the required minimum moisture content a very good product is obtained. The dextrose is used in this case instead of invert sugar (a mixture in equal proportions of two simple sugars—dextrose and levulose) to control the "grain" or crystallization of sucrose. The product obtained is slightly less hygroscopic than that containing invert sugar due to the fact that levulose is more hygroscopic than dextrose. Ease of handling and assurance of exact control are points of decided advantage in the use of dextrose.

"Pure sugar" candies due to their high hygroscopicity and tendency towards crystallization (i.e. reversion to the stable crystalline state of sucrose) are not satisfactory for counter display. They must be sealed in airtight containers unless they possess an outer crystalline film of sucrose. If crystallization is to be prevented more than air-tight packing may be essential. The proper ratio of sucrose to invert sugar or dextrose must be attained as well as a reduction of the water percentage to a practical minimum. Due to their sweetness all-sugar candies can be flavored to perfection and in this respect enjoy an advantage over hard candies containing corn syrup in excessive quantities.

Our exposition, however, deals primarily with the attainment of the ideal hard candy and we accordingly must leave the "pure sugar" type. We now turn to a discussion of hard candies consisting of sucrose, corn syrup, and other carbohydrate materials.

Commercial Cooking Methods

Before continuing, a few words relative to the commercial methods of manufacture of hard candies can be advantageously interposed. The four methods in use today are (1) the open kettle evaporation using

HARD CANDY

high pressure steam or, most generally, gas (natural or forced draught); (2) the vacuum "pan" or kettle method (e.g. the Simplex Cooker) utilizing either gas or steam heat together with a high vacuum (26 to 29 inches); (3) the Baker Process—a flash or film evaporator utilizing high pressure steam and operating under atmospheric pressure—(4) the so-called continuous vacuum cooker method, a vacuum flash evaporation system, of which more will be said in the following paragraphs.

The relative merits of the various cooking methods enumerated above will not be gone into in this article. *One fact must be borne in mind, however, and that is that perfect equipment alone will not produce quality merchandise. A scientific knowledge of raw materials together with proper handling methods are essential for success.* The success of vacuum equipment in hard candy boiling is due, as you know, to the lowering of the boiling point with decrease of pressure. In the continuous vacuum cooker we have the added advantage of the extremely short time interval the syrup is in contact with the heating surface. These facts lead to less decomposition of sucrose, both inversion and caramelization, resulting in a "drier" or less hygroscopic product.

In the continuous vacuum cooker method we have two stages of evaporation. The first step is the preliminary "melting" or evaporation under atmospheric pressure in which the moisture content of the sucrose-corn syrup-invert sugar solution is reduced to approximately 15 per cent. This stage is followed by further concentrating the "melt" in the vacuum cooker, using a method of "flash" evaporation, to a water content of approximately one per cent. Cooking conditions in the vacuum cooker as to steam pressure, and syrup feed rate will vary depending on the percentages of the various sugars and dextrines in the mix and the desired final water percentage. The vacuum should be maintained at as high a point as can be practically attained (28-29 inches). Another factor that can be remarked on is that as the sugar percentage is in-

creased the cooking steam pressure must be increased due to the fact that the degree of super-saturation is increased. To counterbalance this factor we must bring about a decrease in the degree of super-saturation by raising the cooking temperature.

At this point we can bring out one interesting and important fact obtained as the result of a series of experiments which indicated that approximately 85 per cent of the total inversion obtained in cooking hard candy by the continuous vacuum process occurred in the first or atmospheric pressure evaporation stage. The balance of the inversion was produced in the vacuum concentration stage.

Scientific Methods

About ten years ago we first began to apply the scientific method to an analysis and attempted solution of the hard candy problem. To carry out our intensive preliminary research program on the improvement of hard candies we built a small laboratory continuous vacuum cooker patterned after our original installations which were constructed in our shops some years ago. This laboratory equipment was connected to a very efficient rotary vacuum pump. The data obtained from the utilization of this model cooker were both interesting and valuable. Besides the great number of laboratory batches about two hundred factory batches were made along lines that appeared most fruitful. Factory equipment was in good mechanical order. All variables, such as steam pressure, vacuum, feed rate, syrup temperature, etc., were kept under as close control as possible under actual factory operating conditions. The universal rule of changing only one variable of the many involved was adhered to as closely as was practical. To test the properties of the experimental candies we also constructed a constant temperature and humidity chamber in which we could

regulate both the temperature and humidity to stimulate the atmospheric conditions desired.

The Water Supply

Before discussing sucrose and corn syrup characteristics and their relationships to hard candy properties a few words on the importance of the water supply for hard candy manufacture will not be amiss. In the March, 1932, issue of *Food Industries* appeared an article by Stroud Jordan entitled *Minerals in Water Cause Variations in Product Quality* that is of utmost importance to confectionery manufacturers. Dr. Jordan in his book *Confectionery Problems* (Nat. Conf. Assoc. 1930) also stresses the importance of the nature of the mineral content of the water to quality candy production.

To determine whether a water supply is suitable for hard candy manufacture we must determine the buffering effect of the mineral content of the water with respect to sucrose inversion. Distilled water due to the absence of any buffering salts when used in hard candy manufacture will produce a product containing, as a general rule, a very high invert sugar content. Poorly buffered water will also result in abnormally high sucrose inversion. If the composition and amount of the minerals present in the water are properly balanced we can reduce inversion to a remarkably low figure as a result of this "buffer" action. Let us quote from Dr. Jordan's article in *Food Industries* referred to above:

"If all pertinent factors are considered one will find approximately 50 per cent of the water supplies examined are satisfactory, provided tanks used for storage and pipes for distribution are kept in good condition. An additional 25 per cent may be used, but with questionable results if they are not satisfactorily purified. Five per cent of waters examined must be treated before use. Twenty per cent of all supplies examined are unsuitable."

Confectioners should not overlook the importance of the interrelationship of the composition of their water supply and confection quality. Know the approximate composition



of your water supply and employ whatever corrective measures are indicated. Not only do water supplies vary widely in their composition but they also lack uniformity over an extended period. We have often been of the opinion that distilled water to which have been added the proper salts for efficient buffering, although not practical due to the expense involved, would be very advantageous for hard candy manufacture. In lieu of this procedure the use of suitable buffer salts in the proper amounts will go a long way towards minimizing the inversion and caramelization of sucrose during hard candy cooking.

Sucrose in Hard Candies

We can now turn to a discussion of sucrose (beet and cane sugar) and its suitability for hard candy manufacture. Our experiments with sucrose covered not only the application of the practical standard candy test but also the complex factors of pH, the amount and nature of the impurities present (both minerals and organic matter), the effect of these constituents on the finished hard candy, color, etc. The Candy Test for sucrose was performed as outlined below. Since this test is an empirical one, carefully controlled conditions must be maintained so as to insure identical conditions. This test was originally worked out by Dr. Hooker of the American Sugar Refining Co. and its purpose is to determine how the sugar will withstand decomposition when used in the manufacture of candy.

Exactly 227 grams ($\frac{1}{2}$ lb.) of the sugar to be tested together with 87 cubic centimeters of distilled water were placed in a copper casserole and heated to boiling with constant stirring. We used a carefully shielded gas burner flame supplied with gas at constant pressure. As soon as the solution began to boil the casserole was covered. If the flame was properly regulated the solution would boil in five to six minutes. After the solution had boiled for exactly fifteen minutes the cover was removed and the solution was then further concentrated until the temperature was exactly 350° F. The

casserole was immediately removed from the flame and the super-saturated solution poured onto a copper slab and allowed to cool. The resulting plaque of amorphous sugar was then subjected to analysis.

The direct polarization of the candy is the approximate percentage of sucrose remaining in the candy. The higher the polarization the "stronger" the sugar and the lower the polarization the "weaker" the sugar for use in candy making.

The color of the candy should also be measured by any suitable method and recorded.

The change of pH on boiling of the sugar should also be determined. In general, the pH will decrease due to the decomposition of sucrose into acidic substances.

To further check our results the direct polarization alone was not taken as the percentage of residual or unchanged sucrose but in addition an invertase inversion (at room temperature) was carried out and the invert polarization determined. Using this data the exact sucrose percentage remaining was calculated using a modified Clerget equation.

To determine the reaction of any given sugar with the water used in our regular manufacturing processes we also conducted the above candy test using tap water instead of distilled water. The "strengthening" of sugars when boiled with our regular water supply through the addition of the correct kind and amount of buffer salts was also successful.

In conducting our experimental work on the utilization of sucrose eight years ago we knew that neither the actual "titratable acid" or quantity of acid present, nor the pH value, which indicates the degree of dissociation or effective acidity of the traces of acids present, could account for the varying results obtained in sugar boilings. The nature and amounts of the various impurities (organic and inorganic) present in commercial sucrose deter-

mined to a great extent the degree of decomposition of sucrose during cooking operations. It has been quite the vogue during recent years to attempt to solve a large number of problems in the food industries through the application of pH determinations. As a rule the pH is only one of a number of important variables that have direct bearing on our problems.

Although commercial sucrose is of a very high degree of purity (99.8-99.9%) we must bear in mind that the strict physico-chemical relationship between the degree of inversion of sucrose and the concentration of hydrogen ions, or effective acidity, is dependent on the use of chemically pure water and chemically pure sucrose in the experimental work. These conditions are obviously never encountered in commercial practice. There are certain salts technically known as "buffer" salts that tend to maintain a definite pH in any given system. Some of these salts tend to prevent the decrease in pH which ordinarily results from the decomposition of sugar into acidic substances. Since these buffers tend to prevent a decrease in the pH (i.e. an increase in the concentration of hydrogen ions) we decrease the inversion of sucrose obtained during the heating process. A few of the salts that we experimented with are sodium acetate, sodium citrate, tri-sodium phosphate, di-sodium hydrogen phosphate, sodium bicarbonate, and sodium carbonate. A technical discussion of the reason for this buffering effect will not be gone into. Suffice it to point out that the salts used are all salts of weak acids and a strong base.

Effect of Salts

On the other hand, we have salts that greatly accelerate the decomposition of sucrose under the conditions of hard candy manufacture. Ordinary salt or sodium chloride, other chlorides, sulphates, lime salts, potassium salts, and iron salts all are detrimental to sugar boiling. The ash or mineral salt content of commercial sucrose is, therefore, of very great importance in determining the properties of a given sugar during cooking operations. The composi-



HARD CANDY

tion of the mineral content is by far more important than the minute amounts present which generally vary from 0.001% to 0.03%. Some of these salts occur in the sugar beet or sugar cane and are carried through the refining process. Others are introduced when the sugar liquors are subjected to various manufacturing processes such as, for example, defecation, char filtration, and the addition of such buffers as sodium carbonate and tri-sodium phosphate after filtration and before the sucrose is crystallized from the sugar liquor.

Let us repeat again that some of these complex mineral mixtures may either accelerate the decomposition of sucrose or, on the other hand, a buffering effect may be produced that will appreciably retard the decomposition when concentrated sucrose solutions are subjected to high temperatures.

There are, however, other impurities present in commercial sucrose that affect the behavior of the sugar under cooking conditions. The behavior will also depend on the accelerating or retarding effect of the minute quantities of organic impurities present such as invert sugar, complex protein compounds, etc. While on the subject of organic impurities it may be interesting to point out that some years ago Dutch chemists conducted experimental work on the addition of simple alpha-amino acids to sugar solutions. These compounds were found to decrease the alkaline decomposition of sugars and, on the other hand, also decrease the inversion of sucrose in acid solutions. Alpha-amino acids are amphoteric compounds, that is, they possess both acidic and basic properties. In the presence of bases they act as acids and in the presence of acids they act as bases. In short they act as neutralizing agents for either acids or bases. The possibility of the application of these compounds to hard candy manufacture has probably been entirely overlooked except by a small number of chemists.

The question of whether a sugar is "strong" or "weak" is a complex one and its answer, therefore, depends not only on titratable acidity

and pH value but also on the nature of the impurities present, as well as on the composition of the water used for cooking operations.

Summary of Sucrose Studies

A brief summary of our experimental results on sucrose characteristics and their relation to hard candies will be given below:

(1) The higher the sucrose percentage, other factors being equal, the less hygroscopic the hard candies.

(2) The higher the sucrose percentage, other factors being equal, the greater the tendency for (a) crystallization (or "graining") of sucrose during process of manufacture, and (b) subsequent surface crystallization on exposure to the atmosphere—a result especially accelerated by high humidities, leading in time to complete sucrose crystallization throughout the hard candy.

(3) The importance of the organic and inorganic impurities present in commercial beet and cane sugars insofar as they effect the properties of the sugars was especially emphasized.

(4) Cane sugars, so-called "first liquor" sugars, of the "strong" types were best due to their ability to withstand decomposition on cooking.

(5) Carmelization products of sucrose are very hygroscopic and should be reduced to a minimum by careful selection of the sugar coupled with a satisfactory water supply and the utilization of proper cooking methods.

(6) The lower the invert sugar content of a hard candy, the smaller the hygroscopicity.

(7) The invert sugar content in the final product is a complex function directly dependant on the generally recognized factors of time, temperature and hydrogen ion concentration of the hard candy "melt" and also on other factors brought out in our discussion. These factors are listed below:

(a) The type of sucrose used, both as to pH and the nature and amount of impurities present.

(b) The composition of the water used, both as to pH and the qualitative and quantitative composition of its mineral constituents.

(c) The corn syrup used as regards its pH and the nature and amount of mineral impurities present. (See discussion on Corn Syrup in concluding article.)

(d) The use of the correct buffer salts in the required amounts whenever necessary.

(e) The inverting action of salts, for example chlorides, sulphates, etc.

(f) Auto-inversion of sucrose in unbuffered solutions. The presence or formation of minute amounts of invert sugar followed by decomposition of the unstable levulose into acidic products which in turn invert more sucrose. We encounter, therefore, a progressively cyclic action leading to a constantly increasing acceleration of the inversion.

(g) *Cooking Conditions.* The cooking conditions will determine the magnitude of that all-important pair of factors *time* and *temperature*. The shorter the time of cooking and the lower the temperature of cooking, other things being equal, the smaller inversion of sucrose. A study of these factors involves not only studies in evaporating design but also a study of the solubility relationships of the various carbohydrate materials used in hard candy manufacture. The effect of the degree or per cent of super-saturation of sucrose on the crystallization of this sugar in hard candies, both in process and under various atmospheric conditions, was studied.

In closing this section of our exposition let us again emphasize the fact that the standard of quality required of sucrose in the manufacture of hard candy is probably the most exacting demanded by any food industry. Bear in mind, however, that careful scientific selection of raw materials must be coupled with proper cooking and handling methods to effect an increase in hard candy quality.

(To be continued)

Acknowledgment

The author desires to acknowledge our indebtedness to the technical staffs of the Bureau of Chemistry and Soils, the Bureau of Standards, the various sugar, corn syrup, and starch manufacturers for their generous co-operation during the course of this practical research.

The N. C. A. Executive Committee Met in Chicago August 6th

THE executive committee of the National Confectioners' Association held its regular meeting at the Hotel Sherman in Chicago, August 6th. All current activities of the Association and all its plans for the future were subjected to a searching analysis by the Committee during its fourteen-hour session. It was agreed that, in spite of some reductions in income attributable to general economic conditions, the Association is in a strong position and looks forward to a period of wide usefulness.

Reclassification of Freight Rates

Plans for handling the traffic problems of candy manufacturers from a national standpoint were developed by the committee. Confering with the Executive Committee were the following members of the Association Traffic Committee: W. R. Moore, chairman; J. R. White, New England Confectionery Co., Boston; M. E. Connelly, Curtiss Candy Co., Chicago, and F. Mueller, formerly of Cracker Jack Co., Chicago.

Sectional groups of manufacturers have been asking the railroads for relief from the high rates in effect since last December, it was pointed out. The result is that various classifications now apply to candy in various parts of the country. The committee took the stand that the centralization of this effort at Association headquarters in Chicago would tend to insure all members of the fairest classification obtainable. The Committee considered the advisability of retaining a traffic expert in the national office to supervise this work.

Budget and Finance Committee

A Budget and Finance Committee, elected at the August meeting, will have the supervision of Association expenditures. The commit-

tee, composed of Edward W. Boehm, Bunte Brothers, Chicago, Andrew W. Ziegler, George Ziegler Company, Milwaukee, and the member, not yet chosen, who will fill the vacancy created by the death of James H. Wilson, of Chicago.

A program of economy, inaugurated at the Atlantic City Convention, will be continued. The principal economies, effected so far and reported at the meeting, are a substantial reduction in overhead and salaries and the combination of several member bulletins into one monthly Bulletin. The Budget and Finance Committee will make a study of Association finances and co-operate with the Secretary in the preparation of a budget of income and expenditures.

Credit Service

A credit information service to members is one of the new activities suggested to the Executive Committee by Frank S. Records, elected in June as Secretary-Treasurer. It consists of an exchange, between members, of information regarding past-due accounts. This information will be compiled by the Secretary and disseminated in the form of a monthly report. The service will probably be inaugurated in the early fall. This plan is being used successfully in other trade associations. This service will be in addition to bankruptcy reports now rendered.

1933 Exposition and Convention

Activity will begin at once, it was decided, looking toward a successful Convention and Exposition to be held at the Sherman Hotel, Chicago, the week of June 19, 1933. Members of allied industries who have been regular exhibitors at previous Expositions will be asked to meet with a committee from the Association within the next few months for an exchange of views on the subject. This, it was agreed, will tend to make the Exposition of more direct

benefit to both the exhibitors and the manufacturers.

Regional Meetings

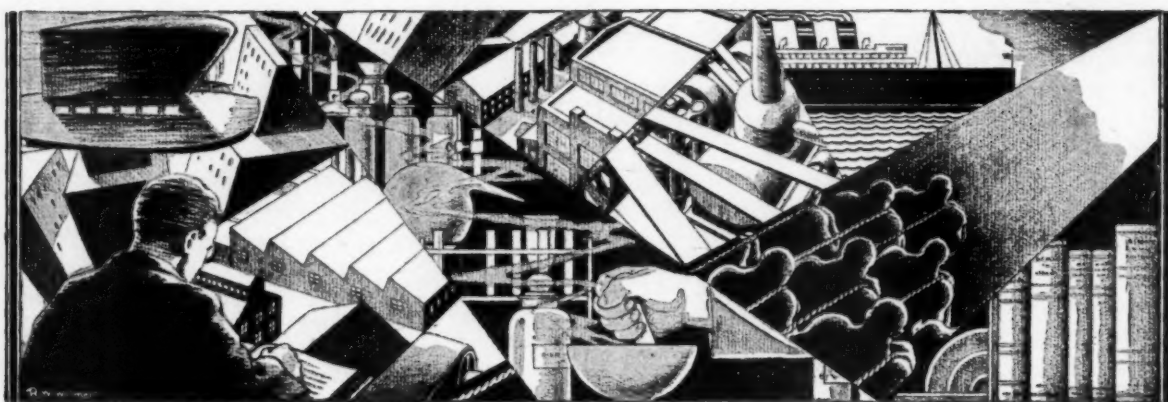
Regional and sectional meetings, which will be held all over the country beginning in September, are expected to give the membership, wherever located and whether serving in any official position or not, an effective voice in the affairs of the Association. The revision of the by-laws, already effected, and the installation of the accrual system of bookkeeping, to be begun immediately, are two instances of the modernization of the Association to conform to the best trade association practices.

Conferences will start in Boston September 20th, New York City September 21st, Philadelphia September 22nd, Baltimore September 23rd. President Mr. Sanders and Secretary Mr. Records will represent the Association at the Eastern meetings.

Legislative Committee

The menace of unfair taxation was considered at length and the entire membership of the Executive Committee was appointed as a general legislative committee, empowered to act in behalf of the industry whenever defensive action is made necessary by a national situation such as the excise tax fight last spring. They will also co-operate with chairmen of the state legislative committee in combating unfair state legislation designed to place further burdens on manufacturers of confectionery.

Out of respect to the memory of James H. Wilson, manager of the Pan Confection Factory, Chicago, and a member of the Executive Committee for two years, a committee composed of Edward W. Boehm, Carl Graeser and Walter C. Hughes was delegated to represent the Executive Committee at his funeral services held at the First Methodist Episcopal Church, Evanston, at 2 p. m., Saturday, August 6th.



Monthly Digest of CURRENT TECHNICAL LITERATURE

The Manufacture of Diabetic and Milk Chocolates



By Dr. Alfred
Laessig. *Food Manu-
facture*, vol. 7, p. 12.

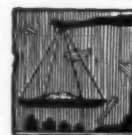
A DIABETIC chocolate should contain not more than 60% of cacao and the approximately 40% of sugar ordinarily used must be replaced by some substance which is not harmful to diabetics. The author gives several formulas, including one calling for 60% cacao and 40% "eukasin" (made from milk casein) sweetened with a little saccharin.

The author describes a procedure for making milk chocolate which avoids overheating of the milk ingredients and gives a chocolate of better milk flavor. A milk paste is first prepared which consists of 50% whole milk powder, 20% cocoa butter and 30% fine sugar. A cream paste is also prepared which consists of 60% cream powder, 10% cocoa butter and 30% fine sugar. In preparing the milk and cream pastes the ingredients are brought together in a melangeur, passed 3 times through steel rollers or once through

steel rollers and once or twice through granite or porcelain rollers, high temperature being avoided. Under no circumstances must the paste be allowed to stand for even a period of hours during intervals between the various stages of preparation.

By this procedure the milk paste becomes as completely homogenized and free from coarse grains as the finest chocolate mass. The prepared milk and cream pastes can be stored in blocks in cool storage rooms for many months without loss in quality and freshness. All conceivable blends with finished chocolate masses can be attained with these milk and cream pastes by the simple process of thorough incorporation in the soft condition in any approved mixer. It is claimed that enormous simplification of the whole process of manufacture is gained by this system, together with the further advantage that a refined chocolate paste prepared by the approved method of hot conching is combined with milk and cream unharmed by maltreatment and overheating. Those concerns which have gone over to the manufacture of milk and cream chocolates on these lines are said, with the aid of the best quality fresh dried milk, to produce chocolate of remarkably fine milk flavor.

The Manufacture of Marzipan



By Johannes Piltz.
Food Manufacture,
vol. 7, p. 8.

THE author describes the manufacture of marzipan as practiced in Europe. According to quality 2 parts of almonds are mixed with 1 part of sugar. The mixture is passed through a rough kneading machine and then through finely adjusted granite rollers. The white and finely rolled almond-sugar mass is placed in a jacketed copper pan which can be rotated at 30-40 revolutions per minute. The jacket is connected with steam and water pipes and is at first heated with steam at 3-6 atmospheres, so as to heat the mixture to a temperature near boiling point. The moisture in the wet-ground almonds, amounting to about 25% at the beginning of the operation, causes the sugar (amounting at the same stage to 25-30%) to dissolve. The hot sugar solution then impregnates the entire mass of almonds.

Heating and rotating of the pan are continued for 25-30 mins., with evaporation of moisture, so that the composition of the mixture becomes

about as follows: Moisture, 17%; sugar, 35%; almond dry substance, 48%. Sugar cannot crystallize out under these conditions. The conversion of part of the sugar into invert sugar during the roasting process also reduces the tendency of sugar to crystallize. If too much water is evaporated, the marzipan mass will become hard and oily, as well as undergoing crystallization. The normal, crude marzipan mass contains about 30% of almond oil, which is very prone to separate out as an undesirable fat. However, if too much moisture is retained in the mass, the marzipan will be too fluid and sticky and will readily undergo fermentation. After the proper degree of roasting has been attained the product is cooled as quickly as possible by circulating cold water through the jacket and by using a cold air blower, after which the mass is spread on a table. Marzipan candies are formed into a great variety of attractive figures representing various natural objects.

New Methods of Distribution of Peanuts



By Harold J. Clay.
The Spice Mill, vol. 55, p. 245.

MANUFACTURERS and salters are developing new means of placing their products before the public. Attractive wrappers of glassine and cellophane are appearing on an increasing number of products. An immense volume of shelled Spanish peanuts is reaching the public through the medium of 1 lb. Cellophane-wrapped packages sold through the 5 and 10's and drug stores. Salters of Virginia-type peanuts are increasing the amount they are packing in envelope sacks for 5 cents, and a 1-cent envelope containing salted Virginia-type peanuts prepared in a new way is meeting with favor. Several concerns are even packing roasted peanuts in Cellophane and selling them at 10 cents per half pound retail. New candy bars containing peanuts appear on the market every little while and several manufacturers are featuring half-pound chocolate bars containing peanuts, which retail for 10 cents.

Gas Warfare Against the Cocoa Moth



By F. Wagner. *Office International des Fabricants de Chocolat et de Cacao*, vol. 2, p. 177.

THE means so far employed to combat the cocoa moth have given poor results and more drastic steps are necessary. The use of gaseous prussic (hydrocyanic) acid which has given good results for destruction of insects in other food industries (for example in flour milling) is proposed.

Non-use of hydrocyanic acid gas heretofore has been due to the following fears: (1) that stored raw materials, semi-manufactured and manufactured products might absorb the gas and become unusable for human consumption or that their consumption might have dangerous effects; (2) that the taste, odor or appearance of the products might be injured; (3) that the gas might be injurious to persons working on the premises. Tests made by the German Chocolate Manufacturers' Association and by the British Association of Research for the Cocoa, Chocolate, etc., trades have shown that these possible objections can all be overcome. The use of prussic acid gas for the control of cocoa moth is most advantageous at the port of arrival and importers should certify, by means of a suitable certificate, that the goods have been treated with the gas.

Cellulose Wadding for Packing Candy



Food Manufacture, vol. 7, p. 24.

CELLULOSE wadding is available in a variety of thicknesses, shapes, and colors. It can be corrugated and provided with any type of backing required. This material is being extensively used in England for confectionery packaging, especially for chocolate candies. Its soft, resilient nature renders it especially suitable for preserving the finish of high-class goods.

Thin Chocolate Wafers



By Josef Stark.
Food Manufacture, vol. 7, p. 18.

THIS class of confectionery has become very popular in Europe. In Austria practically every chocolate factory engages in its manufacture, thus enabling chocolate residues to be used up profitably. A typical formula is as follows: flour 23 lbs., sugar 1 lb., 2 ozs., egg yolk $\frac{1}{2}$ pint, salt 1 oz., water 28 pints, coconut fat 9 ozs., a little coloring matter. The mixture is worked in a mixing machine to a smooth batter. In Austria the baking is usually carried out in circular or rotating ovens, the "wafer irons" being rapidly arranged on a horizontal, circular plate. As an iron is filled and placed on the plate, it is given a part turn, thus moving the iron into the oven and discharging one which has been baked.

The wafers must be stored for 10 days in a warm, dry place before the chocolate is applied. Efficient machines are available for applying the chocolate. In Italy an automatic chocolate coating machine is used which operates rapidly. In Italian factories a better baking method is employed, using large iron plates, which, after being heated by gas and charged by having the batter poured between them, are clamped together, baking being carried out by the residual heat.



DODGE & OLCOTT PRICE LIST FOR JULY-AUGUST—36 pages of prices and other reference material now available to the trade through the company's New York office, 180 Varick street. Copies free on request.

RESEARCH PAPER NO. 418—A 12-page pamphlet describing experiments made by H. S. Isbell and C. S. Hudson indicating the course of the oxidation of the aldose sugars by bromine water. Copies can be obtained from the Superintendent of Documents, Washington, D. C. Price 5 cents.

Pack-Adages

A speed record An ideal container Cellulose boats and window cartons Some merchandising tricks Color for protection

Packaging Speed Record

WE believe that Loft's holds the record for speed in placing a new package on the market, and the story entailed is of great value to everyone who must face competitive conditions. On Friday afternoon (June 17), Mr. Guth, president of Loft's, decided that a new package of hard candy containing a half pound would be needed by Wednesday of the following week. He summoned the representatives of Anchor Cap and Capstan Glass and gave them an order for a carload of supplies to be delivered the day before. The representatives of the aforesaid companies, being speedy young men themselves, proceeded to burn up the wires, with the result that that night a carload of glass left the Capstan plant at Connellsville, Pa. While the jars and caps were en route Mr. Guth got busy with labels, had the candy made and advertising placed in the newspapers announcing the number for the following Wednesday. On Tuesday the carload of glass was delivered at the Loft plant, the containers were then filled, capped and labeled, and, on Wednesday morning, just four working days after Mr. Guth conceived the idea, the finished packages were delivered to the Loft stores. As an example of careful scheduling, spirited co-operation and speedy action, this case is unparalleled.

Magna Cum Laude

Our praise goes this month to J. N. Collins Co. for the most effective bar package we have seen. As an example of suggestive packaging Collin's Honey Bites has seldom



By FRANCIS CHILSON

Packaging Engineer

been surpassed in any kind of packaging. As the name indicates Honey Bites are honey caramels. Each of the caramels is wrapped in yellow waxed glassine, printed in a manner that suggests the cells of honey comb. Six of these caramels are packed in a boat type folding carton, also yellow, and designed to resemble the wooden boxes in which honey-in-the-comb is merchandised. Even the dove-tailed corners of the wooden boxes are reproduced in order to make the design conform faithfully to its prototype. And finally the entire piece is wrapped in transparent cellulose likewise printed to represent honey comb. The representation is so realistic that it requires a second glance in order to convince one's-self that the package does not actually contain a piece of honey comb. Thus, in color, form and design this package is made to suggest pure honey.

On the Cellulose Wrapped Boat

We had intended to comment on the boat type carton wrapped in

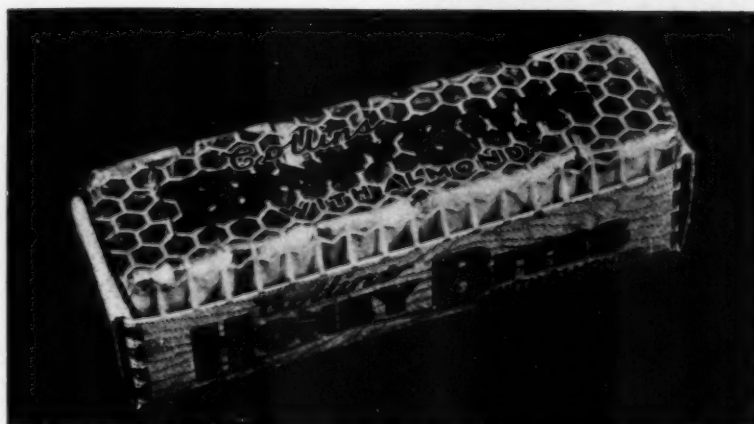
transparent paper as offering an ideal form of container for candies to which it is suited, but the Collins people stole our thunder because their package embodies nearly all the principles we had intended to suggest. More and more, the manufacturers of bar candy are coming to realize the value of the transparent wrapped boat as combining the utmost visibility with adequate protection and the highest display values. If packaging of this type up to now has lacked anything it has been that the transparent wrapper was not made to do its entire job. As a rule it was left plain and any printing that was done was confined to the sides and ends of the boat. Collins turned the trick neatly by printing the name of the piece on the transparent wrapper in conspicuous red letters so that the package can be identified instantly regardless of how stacked. Shrafft also is using the wrapped boat for hard candies. Others are sure to use it, too.

Window Cartons

For many years Jordan almonds have been on the stands in folding cartons with windows, but it is only recently that the type has come into more general use. Among the most recent to adopt it is the Beechnut Packing Company for Beechies. In blue and white this package is highly individualistic. One of the advantages of the window carton is that it is a one-operation packaging job. With automatic machinery the window carton can be set up, filled and closed all on the one machine, whereas the wrapped boat requires two—one for the setting up and filling, the other for wrapping.

New Tricks in Merchandising

In addition to the ubiquitous contest, manufacturers are employing many ingenious devices for sustaining sales in this period of emaciated pocket books. Many are increasing the size of their packages; others are giving related merchandise premiums; others are giving unrelated premiums and prizes, while still others are cutting prices. Of the many sales increasing devices employed we feel that cutting established price is the most dangerous, particularly



Upper right—Some new offerings in cellulose—wrapped boats and window cartons. Above—An excellent example of good packaging.

for manufacturers of box goods, in the merchandising of which a fixed price is associated with the brand and the manufacturer's name. To cut the price of a number which has long been associated in the public mind with a dollar is to invite a suspicion of cheapening. The public is beginning to realize that the depression has been used as an excuse for a flood of cheap goods and it is also beginning to realize that some goods which have fallen in price have also fallen in quality. Hence, the danger of joining the stampede. In any case, the frantic price advertising of the department stores shows that lowered price alone will not make people buy.

Portable Bill Boards

Few candy manufacturers fully realize the utility of the printed shipping carton. It is a form of national advertising which costs next to nothing—the cost being limited to the cost of the plates and a slight printing charge—and though it may be seen everywhere it offends nobody. The printed shipping case provides advertising acreage that is seen by many people in traveling through the various channels of distribution to the retailer. And after reaching the retailer the case is again used—especially if it is in a grocery store—for the purpose of making deliveries to the home.

Thus, the shipping case gets into the home where its message will be read when the housewife is purchase-minded.

Manufacturers who cling to the wooden box because of a belief that it affords greater protection to the goods can not be aware of the fact that it is possible to purchase asphalt lined corrugated and fibreboard, which to all intents and purposes is moisture proof. The food supplies of the Dickey expedition into the Brazilian jungles were carried in asphalt lined corrugated cases. When the cases were opened Dr. Dickey reported that, despite the long ocean trip and the trek into the steaming jungles, all the foodstuffs even to the dry cereals and crackers were in perfect condition. Unless it were lined with zinc a wooden shipping case would not go through such an ordeal with comparable results.

In addition to its value as a portable billboard, the printed shipping case is being more and more widely used for store display purposes. King Cole Nuts, for instance, are being merchandised in a display case of brown and orange which reproduces the colors of the package.

And there are innumerable other examples of the trend.

Colored Shipping Cases

A little in advance of the printed shipping case is the colored shipping case. This can work wonders with sales when properly handled as the experience of Riverhead farmers shows. Early last spring farmers of Riverhead, L. I., under the leadership of Mr. Heinrich Meyjes, owner of Manhasset farm, decided that because of economic conditions the likelihood of good prices for strawberries was extremely uninviting. In seeking a way out the farmers decided to abandon the traditional crate and basket in favor of paper baskets wrapped in transparent paper and packed in grass-green corrugated cases. The problem of creating a grass-green ventilated case was put up to the Robert Gair Laboratories and the resulting case was a marvel of lightness, strength and practicability. When the berries reached the New York market, prices on berries from other points ranged from four to six cents per quart; those from Riverhead brought from nine to eleven cents a quart. But better prices was not the only benefit. The old deposit-and-return system for handling crates was eliminated, thus saving annoyance and considerable accounting. Besides the new case cost very much less than the old crate—so much less in fact that it would not pay to have them returned. Mr. Meyjes says that unquestionably the case did it. In this there is a lesson for all shippers of raw or manufactured products. The first candy manufacturer to ship his goods in colored and printed corrugated or fibreboard will make an advertising scoop. And it won't cost him much to do it.

Colored Wrappers Help Prevent Food Spoilage

Grass-green wrappers or containers, experiments by the Department of Agriculture indicate, have an odd effect upon certain foods: they tend to retard rancidity. Read the Department's published report on this interesting work:

Color has a practical as well as an esthetic value in wrapping food-stuffs to be stored for some time. Most colors permit the passage of the rays of light that promote spoilage. Only two—grass green and black—shut out those rays, the green, like the chlorophyll of plants, by absorbing the photochemically active wave lengths of light and the black by absorbing practically all the rays.

The effect of light on the deterioration of oil-bearing foods was shown in a recent study by food research chemists in the United States Department of Agriculture.

In one test two lots of the same meal were stored side by side for about a year, one in a glass bottle exposed to the direct sunlight and the other in a glass bottle wrapped in black paper. The meal in the wrapped bottle was fresh and sweet when removed; that in the unprotected bottle was spoiled, with a very rancid odor.

In another test a set of vials, one containing lard, one butter, and one salad oil, was placed in each of 10 compartments, each compart-

ment was covered with glass of a different shade, and the whole frame was exposed to sunlight. At the end of the experiment the material kept under the grass-green glass was still sweet, while that kept under the glass of any other shade of green, as well as of the different shades of blue, purple, yellow, orange, and red, was distinctly rancid. The same results were obtained when oil-bearing foods were wrapped in Cellophane of varying hues.

"This study," says Mayne R. Coe of the Bureau of Chemistry and Soils, who conducted it, "offers manufacturers of oil-bearing foods a practical means for delaying rancidity and reducing the monetary losses resulting therefrom. Crackers, potato chips, and coffee also spoil rapidly when so stored that the active rays of light can reach them. Grass-green and black containers prevent or greatly retard such deterioration."

Confectioners may find in this a germ of an idea. It suggests an interesting study for the scientifically minded.



Dr. Dickey and his party of scientists subjected these corrugated and fibreboard containers to most rigorous tests.

International Commission For Uniform Methods of Sugar Analysis Meets in Amsterdam

BY FREDERICK BATES

Bureau of Standards, Washington, D. C.

AFTER a lapse of twenty years the International Commission for Uniform Methods of Sugar Analysis will be reconvened in Amsterdam, September 5, 1932. This has been achieved only because of the interest of all phases of the world's sugar industry in the work of the Commission and the active cooperation of the various organizations and associations and of the scientific and technical men throughout the industry. The scientific and technical staffs in the sugar-producing countries have been unstinting of their personal services to make the program possible. It has been necessary for them to digest and prepare a resumé of twenty years of scientific research in the sugar field. Through the kindness of the High Municipal Administration of the University of Amsterdam, the Rector Magnificus has granted the Commission the free use of the University Building, Oudemanhuis poort. In the Great Senate Room of that building under the discerning eyes of van't Hoff, van der Waals, and numerous others of Holland's greatest whose ancient portraits adorn the walls, the general meetings of the session will be held. The Commission is most fortunate to have placed at its disposal such splendid quarters conveniently located. The program includes the following subjects:

The Determination of Reducing Sugars and the Influence of Overheating on the Determination of Invert Sugar.

Values of Clerget Divisors for the More Widely Used Inversion Methods.

The Testing of Molasses.

Colorimetry in the Sugar Industry.

The 100° S. Point of the Saccharimeter.

Refining and Keeping Qualities of Raw Cane and Beet Sucrose.

Because of present economic conditions the committee in charge of arrangements for the session has put forth every effort to make attendance possible at a minimum expense. And they have succeeded. At the same time they have been able to arrange attractive excursions and other events, such as are possible only in the city of Amsterdam and its environment. They will be available at small expense to all attending the session. On Friday, September 9th, a trip by boat to the Zuider Zee, which has now become an inland lake, will be available if a sufficient number of the delegates desire to take it. This will be a most interesting and instructive trip showing Holland's successful efforts to reclaim land from the sea since 1848. Not the least among the attractions of the session will be an exhibit of modern sugar-testing instruments and apparatus. It is expected that these exhibits will come from several countries.

The headquarters of the Commission will be the Hotel Carlton. The price per day per person for room with bath and extensive breakfast is 6 florins (\$2.40). Splendid accommodations at the Carlton can also be had at from 4.50 florins to 10 florins. There are other conveniently located hotels, such as the Hotel des Pays Bas at similar prices, and the Hotel de l'Europe and Bracks Doelen Hotel at somewhat higher prices, and the Schiller Hotel which is less expensive than the headquarters hotel.

It is suggested that requests for hotel reservations be made to the following address: Koggeschip Muntgebouw Singel, Amsterdam.



Dr. Murphy Appointed Director of Department of Applied Research

The appointment of Doctor Frederic W. Murphy, widely known authority in the field of applied chemistry, as director of the American Maize-Products Company's newly organized Department of Applied Research, has been announced.

The Maize Company is a large producer of corn sugar, starch, syrup, dextrin and other products of corn which are extensively used as foods and for industrial purposes, and Doctor Murphy's activities will cover a wide range. He will devote particular attention to the confectionery trade.

Dr. Murphy studied chemistry at Harvard University and later became chief chemist of the American Sugar Refining Company's Service Bureau. For a period he was food editor of the *Evening Telegram* of New York during its ownership by the late Frank A. Munsey. He has handled extensive research work on various foods and has been a consultant for a number of manufacturers and in this connection rehabilitated several industrial plants. Dr. Murphy is well known to the confectionery industry.

He will make his headquarters at the Company's New York offices, paying frequent visits to the manufacturing plant at Robey, Indiana.

President of Dodge & Olcott Married

Francis T. Dodge, President of Dodge & Olcott Company, was married on August 5th, 1932, in the Madison Avenue Presbyterian Church, New York City, to Mrs. Ellen Putnam Andrews Blodget of Harvard, Mass. Mr. and Mrs. Dodge sailed the following day on the "Lafayette" for Plymouth.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month a number of samples of representative candies are picked up at random. Next month it will be Bar Goods. Each sample represents a bona-fide purchase in the retail market so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Hard Candies and Summer Packages

Code 8A 32

Assorted Hard Candy—8 ozs.—10c
(Purchased in a chain candy store, New York City)

Appearance of Jar: Good. Oval shaped jar. Duplex cap with red and gold seal.

Colors: Good.

Gloss: None.

Flavors: Very little used.

Stripes: Fair.

Assortment: Good.

Remarks: Very little profit, if any, can be made on a jar of this kind that retails at 10c. The condition of the candy is bad, stuck together and looks as if the batches were not cooked right. Most pieces had hardly any flavors. Hard candies are not palatable unless a good strong flavor can be tasted.

Code 8B 32

Assorted Dainties—1 oz.—5c

(Purchased at a drink stand, New York City)

Appearance of Package: Good. These candies were on a tray and wrapped in moistureproof transparent cellulose.

Colors: Good.

Gloss: Good.

Flavors: Good.

Stripes: Good.

Remarks: This is a new and different way of putting out hard candies. The package is neat and attractive looking.

Code 8C 32

Sugared Fruit Balls—10c per Pound (Sold in Bulk)

(Purchased in a 5c and 10c store, New York City)

Colors: Good.

Flavors: Fair.

Remarks: Sugared hard candy costs more to manufacture than regular hard candy. Selling candy at the price of 10c a pound is no doubt one of the reasons for the condition of the candy business today, which will take some time to live down.

Code 8D 32

Hard Candy Cuts—4 ozs.—10c

(Purchased in a drug store, New York City)

Appearance of Jar: Good. Square jar, green and gold seal, with screw cap.

Colors: Good.

Gloss: None.

Flavors: Fair.

Stripes: Good.

Assortment: Good.

Remarks: Candy was completely grained and was not good eating.

This jar is low priced at 10c.

Code 8E 32

A Bushel of Licks, Toys and Tricks—No Weight—25c

(Purchased in a retail store, New York City)

Appearance of Package: Good. This is a kiddie novelty package. Round chip colored basket containing 20 animal hard candy pops, dinner set in a match box, a ring puzzle in a paper bag and one rubber balloon. Pops, toys, etc., stand up in the center. A wrapper of pink transparent cellulose is used and then put in a plain printed folding carton.

Pops—

Colors: Good.

Flavors: Good.

Impressions: Good.

Wrappers: Wax paper.

Remarks: A novel way to put up a

kiddie package, neat and attractive and will no doubt appeal to the kiddies. It ought to be a good 25c seller.

Code 8 F 32

Tid Bits—2½ oz. Jar—20c

(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Jar: Good, but small, with duplex cap.

Colors: Entirely too deep.

Gloss: None.

Flavors: Fair.

Workmanship: Fair.

Remarks: This jar is high priced and candy is not up to standard.

Code 8G 32

Air-Bons—3 ozs.—25c Jar

(Purchased in a drug store, Boston, Mass.)

Appearance of Jar: Good. Tall glass jar, round seal, printed in green, red, black and white. Vacuum cap.

Flavor: Lemon; good.

Texture: Good.

Remarks: This piece is hard candy pulled very light. It is a good eating piece. Jar is of good size for a 25c seller.

Code 8H 32

Assorted Hard Candy—16 ozs.—25c

(Purchased in a drug store in New York City)

Appearance of Jar: Good. Square high jar, blue and silver seal. Screw cap.

Colors: Good.

Gloss: Fair, partly gone.

Flavors: Good.

Stripes: Fair, some carelessly put on.

Remarks: This jar is cheaply priced at 25c. The profit to the manufacturer, if any, is small.

THE MANUFACTURING CONFECTIONER

Code 8I 32

Gooseberries—3 ozs.—10c

(Purchased in a retail store, San Francisco, Calif.)

Appearance of Package: Good. White transparent cellulose bag, green seal inside, printed in white.

Colors: Good.

Stripes: Good.

Gloss: None.

Flavors: Good.

Remarks: Quality of candy good, but high priced at 3 ozs. for 10c.

Code 8J 32

Orange and Lemon Slices—No Weight—10c

(Purchased in an office building, San Francisco, Calif.)

Appearance of Bag: Fair. White transparent cellulose bag used, tied with grass ribbon.

Colors: Good.

Flavors: Fair.

Shapes: Good.

Gloss: None.

Remarks: These slices are very high priced. Flavors are not up to standard, acid being the only flavor that could be tasted.

Code 8K 32

Assorted Sticks—3 ozs.—20c

(Purchased in candy store, San Francisco, Calif.)

Appearance of Jar: Fair. Most all sticks were broken.

Jar: Plain with duplex cap.

Colors: Good.

Stripes: Good.

Gloss: Good.

Flavors: Good.

Workmanship: Spinning out was fair but too many sizes.

Remarks: This jar is selling in most places at 15c. The spinning out of the sticks were very uneven; not up to standard.

Code 8L 32

Summer Candies—8 ozs.—50c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Box: White transparent cellulose tray.

Folding slip cover printed in a summer scene. Neat, attractive and seasonable looking. All pieces wrapped in white transparent cellulose and cupped. White divider used.

Contents—

Assorted Chewy Kisses: Good.

Brazil Caramel: Good.

Caramel and Marshmallow: Good.

Peanut Chew: Good.

Assorted Nut Coconut Truffle: Good.

Assorted Panned Jelly Opera Drops: Good.

Vanilla Marshmallow Caramel: Good.

Almond Paste Pear: Good.

Chocolate Whirl Caramels: Good.

Vanilla Whirl Caramels: Good.

Sugared Gum Drops: Good.

Vanilla Pecan Caramel: Good.

Vanilla Nut Fudge: Good.

Molasses Black Walnut Chew: Good.

Chocolate Paste Rolled in Almond: Good.

Assortment: Good.

Remarks: This is a very good assortment of summer candies. All are of good quality and taste. All pieces were in good condition. Package is well put up and ought to be a good seller.

Code 8M 32

Stuft Confections—8 ozs.—25c

(Purchased in a drug store, Boston, Mass.)

Appearance of Jar: Good. Screw cap. Gold seal printed in green.

Colors: Good.

Gloss: Good.

Impressions: Good.

Jackets: Too thick.

Centers—

Nut Paste: Good.

Jellies: Good.

Flavors: Good.

Remarks: These confections are not up to standard. The main ingredient of stuf confections are the centers. These confections did not contain

enough centers, making pieces very hard for eating as jackets in some cases were almost solid.

Code 8N 32

Mint Mixture—1 lb.—80c

(Purchased in New London, Conn.)

Appearance of Package: Good.

Box: White, one-layer, printed in green, tied with green ribbon, white transparent cellulose wrapper.

Appearance of Box on Opening: Good.

Contents—

Panned Spearmint Cordials: Good.

Panned Peppermint Cordials: Good.

Panned Cordials, Almond Shape: Good.

Crystallized Cream Flower: Good.

Crystallized Cream Wafers: Good.

Crystallized Cream Leaves: Good.

Crystallized Jelly Strings: Good.

Crystallized Jelly Buttons: Good.

Crystallized Mint Marshmallow

Paste: Good.

Crystallized Gum Oblongs: Good.

Assortment: Good.

Remarks: This is a good assortment of mint candies. Suggest a few of the panned pieces be replaced with gum goods.

Code 8O 32

Assorted Hard Candy—No Weight—30c

(Purchased in a drug store, New London, Conn.)

Appearance of Jar: Good. Screw cap.

Silver and black seal.

Colors: Good.

Gloss: Fair.

Stripes: Fair.

Flavors: Good.

Assortment: Good.

Remarks: The quality of the candy is good, but the workmanship is not up to standard. Stripes are uneven and of different sizes on the same piece. Mixtures contain some blossoms and solid drops. For this assortment and size of jar (about 6 ozs.) the candy is high priced at 30c.



THE CANDY CLINIC

Code 8P 32 Butterscotch Popcorn—8 ozs.—20c

(Purchased in a railroad station, Boston, Mass.)

Appearance of Package: Good.

Box: Folding. Color, green; printed in white and green. White transparent cellulose wrapper.

Condition of Candy: Good.

Popcorn: Good.

Flavor: Good.

Texture: Good.

Remarks: This type of popcorn, also the kind called caramel popcorn, is "going over" in a big way. A number of stores are opening up and selling nothing but popcorn either coated with caramel or butterscotch. This package of corn is one of the best the Clinic has seen. Corn was good eating and of good flavor; package was neatly put up.

Code 8Q 32 Hard Candy Tid Bits—1 lb.—39c

(Purchased in a drug store, Boston, Mass.)

Appearance of Jar: Good.

Jar: Large looking. Blue and silver seal. Screw cap.

Colors: Good.

Gloss: Good.

Flavors: Good.

Stripes: None.

Assortment: Good.

Remarks: This is a good looking jar of hard candy and of good quality.

Code 8R 32 Toasted Coconut Royals—1 lb.—20c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Box: One-layer, white, printed in brown. White transparent cellulose wrapped.

Appearance of Box on Opening: Good. Piece is made of a coconut paste cut in pieces about $1\frac{1}{2} \times \frac{3}{4} \times \frac{3}{4}$ inch and toasted top and bottom.

Toasting: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a good eating piece and cheaply priced at 29c a lb. Suggest heavier wax liner be used.

Code 8S 32 Assorted Sticks—8 ozs.—10c

(Purchased in a drug store, New York, City)

Appearance of Package: Good.

Contents: Ten sticks about 6 inches long, each wrapped in white transparent cellulose and tied with pink grass ribbon.

Colors: Good.

Gloss: Good.

Flavors: Good.

Stripes: Good.

Remarks: This is a good sized package of sticks for 10c. The candy was well made and neatly put up.

Code 8T 32 Assorted Twists—8 ozs.—10c

(Purchased in a bakery, Sheepshead Bay, N. Y.)

Appearance of Package: Good for a package of this kind. White transparent cellulose wrapper used.

Colors: Too deep.

Gloss: None.

Flavors: Good.

Stripes: Good.

Remarks: Sticks are partly grained due to weather conditions. Suggest that transparent cellulose be sealed with glue. This will help to keep the package airtight and improve the condition of the candy.

Code 8U 32 Ice Mints—10 Pieces—5c

(Purchased in a bakery, Sheepshead Bay, N. Y.)

Appearance of Package: Good.

Contents: Ten round hard candy mints wrapped in a printed transparent cellulose wrapper.

Color of Mints: Good.

Gloss: None.

Flavor: Good.

Remarks: Pieces are almost completely grained. Unless the graining is due to age, the cooking of the sugar is not right.

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.

—Editor.

Code 8W 32 Summer Assortment—1 lb.—29c

(Purchased in a drug store, Boston, Mass.)

Appearance of Goods: Good for this priced package.

Box: Two-layer full telescope. White, printed in gold and blue. White transparent cellulose wrapper used.

Appearance of Box on Opening: Good.

Contents—

Crystallized Bonbons: Good.

Crystallized Jellies: Good.

Crystallized Green Jelly Leaves:

Good.

Crystallized Marshmallow Jellies:

Good.

Chewy Kisses in Cellophane Wrappers: Good.

Foiled Milk Chocolate Caramellow: Good.

Foiled Milk Chocolate Plantation: Good.

Foiled Milk Chocolate Nougat: Good. **Caramel Caramels in Cellophane Wrappers:** Good.

Foiled Light Nougat: Good.

Vanilla Marshmallow Caramels: Good.

Wrapped Nougats: Good.

Remarks: This box of candy is of quality and cheaply priced; neatly packed and the assortment is good.

Code 8X 32 Assorted Sticks—3½ ozs.—25c

(Purchased in a drug store, Boston, Mass.)

Appearance of Jar: Bad; most of the sticks were broken.

Jar: Straight sides, gold and blue label, screw cap.

Colors: Good.

Gloss: Fair.

Flavors: Good.

Stripes: Good.

Dust: Considerable.

Remarks: This jar of sticks is high priced at 25c and is not up to standard. Jars of sticks the same weight are selling at 15c and 20c.

Code 8Y 32 Fruit and Nut Paste—2¼ ozs.—5c

(Purchased in a bus station, San Francisco, Calif.)

Appearance of Bar: Good. Bar is made of short fruit jelly with filberts. Wrapped in printed transparent cellulose.

Color of Jelly: Good.

Texture: Good.

Crystal: Sanded.

Flavor: Could not detect flavor. Could taste some acid.

Remarks: While this bar is good eating, it could be improved if a fruit flavor were used.

Code 8Z 32 Marshmallow Jellies—6 Pieces—10c

(Purchased in a drug store, San Francisco, Calif.)

Appearance of Package: Good.

Contents: Six pieces on a strip of news board. Wrapped in white transparent cellulose. This is a round shaped piece made of green peppermint paste and marshmallow, crystallized and dipped in milk chocolate coating one-half way up.

Color: Good.

Paste: Good.

Marshmallow: Good.

Flavor: Good.

Remarks: This is a good eating piece but a trifle high priced at 10c for six pieces.

Code 8Aa 32 Spiced Opera Drops—1 oz.—5c

(Purchased in a market, San Francisco, Calif.)

Appearance of Package: Good, but looks small. Printed glassine bag, transparent cellulose window in center.

Colors: Good.

Flavors: Good.

Texture: Good.

Crystal: Fair, a number of pieces were blistered.

Remarks: While these gums are of

good quality, the workmanship is not up to standard and they are high priced at 5c an ounce.

Code 8Bb 32

Assorted Gums—About 1 lb.—25c
(Purchased in a retail candy store, San Francisco, Calif.)

Appearance of Package: Fair. White transparent cellulose bag tied with lavender grass ribbon.

Colors: Good, except green which was too deep.

Flavors: Good.

Texture: A trifle short.

Crystal: None. Sanded.

Remarks: This package is cheap looking and carelessly put up. Suggest a tray be used and a white wrapper of printed transparent cellulose. This would make it a good looking package and it would keep in good condition.

Code 8Cc 32

Coconut Bar—2 ozs.—5c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Bar: Good. Bar is made up of a layer of chocolate coconut fudge and a layer of vanilla coconut paste; white printed transparent cellulose wrapper used.

Flavor: Good.

Fudge: Good.

Texture: Good.

Remarks: This is a good eating coconut bar.

Code 8Dd 32

Assorted Sticks—1½ ozs.—5c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Good. Six flat sticks packed in white transparent cellulose wrapper with red seal.

Colors: Balance good.

Flavors: Fair.

Stripes: None.

Remarks: A good looking and good eating stick candy but flavors are not right. No flavor could be tasted in white sticks. Flavor of green, yellow and orange sticks has an off taste.

Code 8Ee 32

Assorted Sticks—8 ozs.—10c

(Purchased in a chain store, Chicago, Ill.)

Appearance of Package: Good; 21 sticks wrapped in printed transparent cellulose, tied with grass ribbon.

Colors: Good.

Gloss: None.

Flavors: Fair.

Stripes: Good.

Remarks: This is a good package of sticks at the price of 10c. The flavors are not up to standard.

Code 8Ff 32

Butterscotch Tablets—1¾ ozs.—5c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Good. Butterscotch tablets in a long Cellophane bag with seals on both ends.

Color: Good.

Flavor: Good.

Remarks: This is a good 5c package
(Continued on page 36)

Eric Lehman Tells Us Better Flavors Are Being Used

HARD candy jars are not being handled by the retail candy stores and drug stores to the same extent they were a year or so ago. Hard candy has been given away the past year or two and the manufacturer has, no doubt, seen the handwriting on the wall. Shipping hard candy in glass is expensive business. With freight allowance, extra discounts, consignment goods, etc., it has resulted generally in only red figures. Some manufacturers are beginning to find out it isn't possible to stay in business unless a fair profit can be made.

In speaking to a number of retail men in both candy and drug stores, I find the bulk of the hard candy business is being done in small five cent packages. The consumer will not buy jars unless they are priced as low as ten cents or fifteen cents. Of course, ten cent and fifteen cent jars show little or no profit to either the manufacturer or to the retail man.

A number of the jars examined were not in good condition. The main reasons being that either the cap was not on the jar tight or the jar was carelessly packed. There is no doubt about the vacuum cap being the only safe way to put out hard candy in jars. On the other hand, some of the hard candies were not cooked right and would not "stand up." Regardless of what kind of jar or cap is used the candy will not "stand up" unless it is made right. There has been a noticeable difference in the quality of flavors used. With very few exceptions, the flavors were of good quality. A few samples had all acid but no flavor. Hard candy without a good amount of flavor is a poor eating piece of candy. Good oils are cheap, use enough to give your hard candy a good taste, even if your goods have turned a little, this will be overlooked if the flavor is right and enough is used.

Do not pack jars in a room in which the air is not conditioned.

You may get a good day now and then but this is not the rule. If your goods are packed right and in the right kind of a room, they will "stand up" a long time. Check up your vacuum pans often for leaks, etc. Be sure your thermometers are right, have them tested in water every day, before the cooking is started. I know of one company that used a thermometer that was eight degrees out of the way, and the thermometer had read perfectly until it was tested in water. This company had considerable trouble until they found their thermometer was wrong. If you are using Cream of Tartar, keep it covered at all times to keep the stock fresh. The same can be said for all flavors and extracts. Powdered acid will also lose its strength if left in open containers.

A year or two ago a number of wholesale manufacturers started to put out a so-called Home-made assortment of Home-made candies. Where the boxes were not well planned as to type of goods used, they were a failure. Today very few home-made boxes are to be seen that are made by wholesale houses. If a box of this kind is to be put out, be sure the pieces are the kind that will "stand up." Crystallized goods will "stand up," but some home-made boxes are ninety-five per cent crystallized goods and the consumer is disappointed. Chewey pieces such as caramels, nougats, etc., can be made that will "stand up" if wrapped in transparent cellulose or wax paper. A few good jellies and gums will round out the assortment. A few good marshmallow pieces also help out the assortment. One layer boxes are best for home-made candies.

A few years ago, salted nuts cut into the candy business in a large way. The past six months, we have our old, old friend Candy Pop Corn "coming back." This caramel or butterscotch pop corn is good eating candy and by the looks of things

THE CANDY CLINIC

now it is going to continue to be a good seller. There are chains of these Pop Corn stores, selling nothing but Pop Corn Candy. One wholesale manufacturer is putting out a fine box of Candy Pop Corn at a low price and it is good eating. If you are going in the pop corn business, be sure your package is right. The only sure way to keep this type of candy in good condition is to have inner and outer box of wax board and sealed air-tight. Look around, see Old Man Pop Corn coming to the front again.

The Candy Clinic

(Continued from page 35)

of butterscotch candy. It has a good butterscotch taste.

Code 8Gg 32

Summer Selections—8ozs.—40c
(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good, attractive and seasonable looking.

Box: One-layer extension top and bottom, printed in green, white and yellow and blue. White transparent cellulose wrapper.

Appearance of Box on Opening: Good for this type of candy.

Contents—

Assorted Unwrapped Caramels: Good.

Crystallized Coconut Paste: Good.

Crystallized Cream Flowers: Good.

Crystallized Bonbons: Good.

Crystallized Jellies: Good.

Crystallized Jelly Strings: Good.

Sugared Hard Candy: Good.

Almond Caramel Coconut Slices: Good.

Foiled Chocolate Peppermint Cream: Good.

Cellophane Wrapped Pistachio Nougat: Good.

Remarks: This is a good box of summer candies, of good quality and well put up.

Code 8Hh 32

After Dinner Mints—1¼ ozs.—5c
(Purchased at a drug store, Chicago, Ill.)

Appearance of Package: Good. Square tin box, light brown wrapper printed in white. Neat looking package.

Mints—

Color: Good.

Flavor: Fair.

Texture: A trifle hard.

Remarks: This is a good looking 5c seller. Mints are not up to standard; too hard and lack a good peppermint flavor.

Code 8Ii 32

Assorted Filled Hard Candy—16 ozs.—19c

(Purchased at a department store, Chicago, Ill.)

Appearance of Jar: Fair. Oval shaped jar, gold and blue label, screw cap.

Colors: Good.

Gloss: Hardly any; gloss was mostly all gone.

Flavors: Good.

Centers: Very little.

Jackets: Too thick.

Stripes: Good.

Remarks: While this jar of candy was supposed to be filled with hard candy no complaint can be made at the price of 19c the pound.

Code 8Jj 32

Assorted Hard Candy—(No Weight on Jar—About 8 ozs.)—29c

(Purchased in a candy store, Buffalo, N. Y.)

Appearance of Jar: Poor. Barrel shaped jar, red and gold label, screw cap.

Colors: Crude looking and a number of pieces entirely too deep.

Gloss: None; completely gone.

Flavors: Good.

Stripes: Some colored too deeply; crudely put on and very unevenly.

Remarks: This jar of hard candy does not make a good appearance. Manufacturing is crude and price entirely too high. Suggest cooking and spinning of batch be checked. The pieces that have centers are not good eating as there is very little center and even the centers are very hard.

Code 8Kk 32

Mint Refreshments—1 lb.—29c
(Purchased at a drug store, Chicago, Ill.)

Appearance of Package: Good.

Box: One-layer telescope, printed in green, gold and buff. White transparent cellulose wrapped.

Appearance of Box on Opening: Good.

Contents—

Crystallized Gumdrops and Leaves—

Colors: Green; good.

Texture: Good.

Crystal: Good.

Flavor: Good.

Crystallized Cream Loaf: Good.

Pink and White Crystallized Cream

Wafers: Good.

Panned Licorice Pieces: Good.

Remarks: This is a good summer box of candies and cheaply priced at 29c.

Phil. Rudden Heads Cherry Brand Concern

MR. P. J. RUDDEN, who for many years was associated with the firm of Darrow & Rudden of New York, has just been elected President of the newly organized Rudden's Cherry Brand Candies, Inc. The latter concern has acquired the good-will, rights and properties of the Darrow & Rudden partnership which was recently dissolved.

Cherry Brand confections have been known throughout the industry for very nearly three-quarters of a century, the original having been produced by the late Cy. Gousset before Civil War days. The firm grew and prospered under his management. When he retired his sons-in-law took over the management of the business and the firm name was changed to Darrow & Rudden. The most recent change in the company's set up will make Mr. Rudden the active head of the business.

Boston Becoming Hand-Roll Center

BOSTON is rapidly becoming the industrial center for the production of the hand-roll type of confections. This is evidenced by plans of several of the Boston manufacturers to increase production of this type of goods in anticipation of Fall demand. Among these are the Durand Company which is planning materially increased facilities and the Sharaf Company which is not only installing new equipment but is removing its business to larger quarters. The latter company's new address will be 16 New Street, East Boston, Mass.

Hand-roll creams originated in Boston and the first formulas for this type of fondant were developed by Mr. H. Russell Burbank, now Sales Manager of Rockwood & Company of Brooklyn, N. Y. Subsequent perfection of machinery by Mr. Harry L. Friend for the production of hand-roll centers has lent tremendous impetus to this business by making possible speedier production and an improvement in quality through the elimination of hand handling of the so-called hand-roll centers.

Chas. N. Miller Company Acquires Samoset

ACCORDING to a recent announcement the Samoset Division of Candy Brands, Inc., has been acquired by the Chas. N. Miller Co., of Boston, Mass. The deal involves the business, trademarks and good-will of the Samoset enterprise. Inasmuch as plant and equipment do not enter into the deal, some new machinery is being installed in the Miller plant on Medford Street. Among this is one of the latest model Friend Hand-Roll Machines. It is understood that Mr. Miller's ambition is to develop a high grade package line of chocolates.

Mr. J. H. Dougherty, formerly President of the Samoset Company before its consolidation with Candy Brands, Inc., is associated with the Chas. N. Miller Company and will be in charge of sales of the Samoset line.

Kibbe Acquires Lowney Rights

THE Lowney Division of Candy Brands, Inc., representing the business, good-will and trademarks of the former Walter M. Lowney Company has just been acquired by Kibbe Bros. of Springfield, Mass. according to recent announcements.

Immediate production of the Lowney line is anticipated. Walter H. Belcher, who until a year ago, was associated with the Lowney Company, is now General Sales Manager of Kibbe Bros. and will direct sales of the newly acquired Lowney package line in addition to continuing in that capacity on Kibbe's general line of confections.

National Salesmen Elect James F. McHugh President

High Lights of N. C. S. A. Convention in Atlantic City

By GEORGE J. HEISER

Hold her, Newt:

SO it was, so it was for a fact. Let me tell you some homely facts about the National Confectionery Salesmen's Convention which held forth July 11 to 14, at the Breakers Hotel in Atlantic City, N. J. To those who were there, it seemed everyone had the best time of their lives. There was not one minute when there was quiet. Always something doing.

Starting on Monday night, the Philadelphia Salesmen's Club entertained the Officers and Board of Directors of the N. C. S. A. with a dinner at the Hotel Breakers. O, Boy, O, Boy, what a dinner! The address of President J. H. Bruens of the Philadelphia Salesmen's Club welcoming the Association Officers and Board of Directors was responded to by President Sam Reese of the National Confectionery Salesmen's Association, which opened the meeting of the Board.

All meetings of the Association were well attended.

Mrs. Heiser, serving as hostess, kept the ladies entertained with a chair ride, theatre party and cards, while the members were at the meetings.

Wednesday night the banquet was well planned by Chairman W. F. O'Connor and carried out to his last order. The entertainment provided was away out of the ordinary

—different than anything I have seen. A fortune in fun, frolic, and foolishness. Whenever a name of one of the members was mentioned in a gag, it brought a riot of laughter. The banquet had everything one could wish for from lobster to squabs.

The business of the convention was conducted in a more serious manner of mind and several very important questions were acted upon.

Mr. A. E. Sander, President of the Manufacturers' Association, also a member of the Salesmen's Association, addressed the meeting and led the boys over several rough spots with his good advice.

The election of officers brought on a real contest for President, between James F. McHugh, New York, and J. P. Mitchell, Lancaster, Pa. After a very close vote, Mr. McHugh was elected, which was made unanimous by Mr. Mitchell. Mr. J. G. Pentz was elected Vice-President by acclamation. Mr. Henry H. Michaels was re-elected Secretary and Treasurer. A new Board of Directors was elected from the floor. The new officers and directors are the following:

President—James F. McHugh, New York
Vice-Pres.—John G. Pentz, Baltimore
Sec.—Treas.—Henry H. Michaels, New York

Board of Directors

George W. Renninger, Philadelphia
Howard Watson, Baltimore
Irving Shaffer, New York
Walter Sutter, Baltimore
S. W. Reece, New York
Harold Jaret, New York
W. F. O'Connor, Philadelphia
H. Hanssen, Trenton, N. J.
Walter Steigerwalt, Philadelphia
D. J. Fitzpatrick, New York
George Weinberger, New York
James Hart, Boston

Baltimore, Maryland, was chosen for next year's convention.

THERE ought to be a law passed by Uncle Sam to not allow a bunch of salesmen to meet at one time and in the same place. That bunch that met at Atlantic City under disguise of the National Confectionery Salesman's Association surely made a wreck out of your "Loud Speaker." I just can't think any more. In fact, my mind is a blank. (Apologies to Libby Holman.) Have been sneaking in the back door, at home, ever since the convention. What I did, I don't know, but friend wife keeps saying, "You should have seen yourself!"

Convention "Hot Spots"

J. G. Ward, the Grand Daddie of Candy Salesmen, came out of retirement from Plymouth, N. C., to be with the boys once again.

Walter Barnhardt, who sports a new suit at every convention, gave the ladies a treat when he appeared in a new brown this year.

W. W. Waltermeyer looked like he had stepped out of a beauty parlor, but then Mrs. Waltermeyer looked after him, that was the reason!

Harry Hargous, teacher's pet, was chaperoned by his "Big Boss," Mr. Wischman.

President Sam Reese and Secretary Michaels went into a huddle whenever there was a question of importance to decide.

Hans Hanssen, the "terrible Dave," was somewhat tamed by that famous lion hunter, Joe Winters.

Harold Jaret, New York's idol, was a bit late this year. The reason he gave

(Continued on page 50)



Carry On the Survey!

Chairman McDonell of the Survey Committee Impresses Upon Manufacturers the Need for Costs of Operations Study

By MALCOLM A. McDONELL

AS CHAIRMAN of your Survey Committee, I can only report progress on the Jobbing Survey.

Manufacturers present are urged to give due consideration to the value of a Study of Costs of Operations of their sales outlets. Manufacturers are confronted with a problem of choice of sales outlets where great conflict exists. To sell or not to sell one jobbing type or the other is going to be a greater problem facing the manufacturer than ever before. Jobbers are organizing to exercise their power of refusing to purchase manufacturers' products in cases where they justifiably feel that unfair competition is jeopardizing their existence. I refer to chain store competition and to unrestricted sales to sources of destructive competition.

With a constant decline in manufacturers sales through confectionery jobbers and a corresponding increase in chain store sales, the foundation of manufacturers distribution is seriously threatened. Retail dealers can purchase over the counters of the chain stores at a lesser price than from the jobbing confectioner.

In today's local paper is a glaring chain store advertisement of all staple five cent bars, five for fourteen cents which is a price of sixty-seven and two-tenths cents per carton of twenty-four bars. These are not off-brand items but the choice of the largest selling staple solid chocolate and chocolate coated bars on the market.

The lure of volume business, frantic expediency to secure volume and unbridled competition of manufacturing confectioners in offering lower prices to the chain store outlets is resulting in candy being made a football to be kicked about at the ultimate expense of prices being chiseled down to below production costs and quality sacrificed to price considerations. This may not be wholly the case in bulk candies but is undoubtedly true in regard to items of a fixed resale price.

It is entirely legal for the manufacturer to sell whom he chooses at whatever price he may choose.

It is equally legal for the chain stores to sell at whatever prices they may determine.

Some Manufacturers Risking Boycott.

It is also legal for the jobbing confectioner to refuse to purchase

Jobber Survey Not Postponed

MR. MALCOLM McDONELL'S report tells of the present status of the jobbing survey to be conducted under the direction of Mr. John Bromwell of the Department of Commerce for the benefit of the industry.

Mr. McDonell outlines in some detail the value to manufacturers of a study of the costs of operations of their sales outlets. He points out the great conflict that exists among jobbing confectioners in their manner of operating and the bewildering differences existing in their sales methods. He indicates very clearly that the manufacturer has a real problem on his hands when it comes to the selection of the right sales outlets and that the jobbers' survey opens the door to its solution.

And then he tells you that this work cannot be started because the needed fund of \$1,500 is still shy \$500!—EDITOR.

from manufacturing sources which undermine his economic existence and an organized effort of the jobbers in each locality or in each jobbing area can, is now, and will continue to be a greater influence in compelling manufacturers to choose one or the other sales outlets.

It is consequently of value to the manufacturer to study his sales outlets, have reliable vital statistics of the costs of operations of various types of jobbing confectioners

and to choose his distributors wisely.

There is also great conflict in the methods and operations of the various types of jobbing confectioners. They can be grouped under eight classifications and represent bewildering differences in their sales methods.

A representative from the Department of Commerce stopped over in Cincinnati and was taken around to visit some of the jobbers. After a half dozen visits to the various types of jobbers, he remarked that the situation in the candy jobbing business reminded him of the story of the Western bandit who stole four horses, jumped on all of them and rode in all four directions.

Unrestricted jobbing sales is resulting in candy peddlers springing up like mushrooms. Encouraged to start out by sub-jobbers and small local manufacturers, they multiply like guinea pigs. They clutter up the field of jobbing operations, with ruthless, ignorant price competition. They pay no licenses, no taxes, no rental and sell on a hand to mouth basis. This type of peddler is fostered by certain types of supply jobbers and local manufacturers.

An Opportunity to Study the Situation.

Think of a situation where individual retail stores have as many as twenty-two candy jobbers calling on them in a week.

It does no good to think unless thoughts are converted into action.

An opportunity exists for the manufacturing confectioners to make a start on a study of the jobbing situation. The assistance of the Department of Commerce has been offered in assigning Mr. John Bromell to take active direction of this work. The great curtailment of appropriations of the Departments' operating funds necessitates that any industry which seeks the Departments' aid must contribute in the undertaking.

With a realization of the innumerable calls on a distressed industry, the viewpoint of the eco-

nomical method of making this study was carefully discussed with the Department officials. It was agreed that the study would be undertaken with a guaranteed fund of fifteen hundred dollars.

C. M. McMillan has generously given of his time and effort as director of a campaign to raise this amount. Only one-half has been pledged to date, and unless ways and means are perfected to secure the balance, this proposition will fail by default.

This is a National Confectioners' Association undertaking. It has been fostered up to this time by your chairman. Considerable time, thought, expense and effort has been expended, but if in the opinion of the officers of the Association, the Executive Committee and the active members, the proposition does not justify their active support and financial assistance, it is only reasonable that the Committee should be released from further effort.

As Chairman of the Committee, I wish to gratefully thank Dr. Surface and Mr. Dunn, Assistant Directors of the Department of Commerce for their generous offer of assistance, Captain R. L. Purdon for his invaluable aid, C. M. McMillan for his zealous efforts to raise funds and the generous space donated by all of the confectionery trade press, and grateful appreciation to the various firms, and organizations who made pledges of financial support.

Need for This Undertaking.

It is not my intention to curry favor with the jobbers. Many of them are the victims of their own greed, senseless price cutting, lack of organization and lack of knowledge of costs. The element of Cash and Carry with its destructive price basis crept into the distribution picture and was apparently a type of distribution that could not be prevented, regardless of its harmful results in confectionery distribution.

There is no association of jobbers that can undertake a study of their own problems and consequently it is up to the manufacturers to undertake the job, provided they feel that it is of consequence.

The chairman of your committee has made an attempt to get such a study started as a National Confectioners' Association activity. It would seem unfortunate to let this undertaking fail when after a year's

..NOTES..

A STUDY of Jobbers' Operating Costs should include a Study of Manufacturers' Distribution to determine whether the best results can be obtained by indiscriminate sales to all types of jobbers or whether selective distribution brings better results.

It can be made possible for any individual manufacturer to have results of his particular products studied in this survey if his organization is willing to stand the specific expense involved.

A STUDY of Distribution Costs is indissolubly linked with consideration of price. Price is the dominating factor in determining profit.

Profit is the primary aim of business activity, and, while this seems like a statement of the A. B. C.'s of a primer class in business analysis, it indicates that a Study of Distribution Costs is a Study of Profit and Loss or a diagnosis of sales to determine profitable and unprofitable operations.

* * *

IT is illegal and considered contrary to public welfare for organizations to arbitrarily fix prices.

It would be practically impossible to do so in the Confectionery Industry, with its thousands of different types of manufacturing confectioners producing thousands of types of candy.

Consequently, it would appear that an industry with such widely scattered units can only be influenced by educational methods by pointing out to both manufacturers and jobbers that to attain the primary purpose of profit in their business, that it is necessary for the manufacturer, the jobber and the retailer to secure a sufficient gross profit to cover operating costs and leave a margin for net profit.

* * *

FOR purposes of illustration, a maintained gross profit of 33-1/3% in the average retail sales of candy can show a fair profit in properly operated retail stores. More or less net profit being determined by the relative efficiency of operations of the dealers.

It is generally considered that a maintained gross profit of 20% on sales of exclusive jobbing confectioners will show a profit where operating expenses are kept within the average costs.

Studies of the Costs of Manufacturing Confectioners has indicated that a gross profit of 25% can reflect a profit where distribution costs are kept within due bounds.

These are just general averages and there are variable factors in each type of distribution and no set rule can be established.

Individual studies are necessary, and this is what is proposed in the only manner in which our organization can operate which is along the lines of education.

The averages of gross profit mentioned are not to be considered as more than illustrations and in no sense applicable to all retailers, jobbers or manufacturers.

There are, however, two dominating price factors in the confectionery business that wield an immense influence on all sales.

These are the fixed resale price units of penny goods and five-cent candy unit sales. They possibly represent more than two-thirds of total confectionery sales as even bulk candy sales are based on count with the penny and nickel as a unit of value.

Everyone present knows that from both a manufacturing experience and a jobbing experience that the manufacturing price on carton units of penny goods and of carton units of five-cent items that the manufacturer's sale price has been reduced from top price of 65c a carton to 55c and even lower.

The jobbing price on these units reduced from a top price of 85c a box or carton to 75c and even lower.

At present the situation is chaotic and there is no fixed price on such items.

Had manufacturers increased sizes to conform to lowered raw material prices it would have been justifiable, but in most cases sizes have been increased to cover this requirement and in addition prices reduced without justification of lowered distribution costs.

This condition is the result of fear, greed and poor judgment.

It can only be corrected by courage, determination and good judgment.

effort in securing an offer of assistance from the Department of Commerce has been accomplished, and one-half of the guarantee fund sub-

scribed, that the project fail for lack of a few hundred dollars.

May I respectfully suggest that an auxiliary committee of influen-

THE JOBBER SURVEY

tial manufacturing confectioners be appointed to further study this proposal and to offer assistance in undertaking this primary study of jobbing operations.

Too much cannot be expected of a limited study with only a sum of fifteen hundred dollars available, but any results that will bring information of value to intelligent jobbers and intelligent manufacturers can be the means of overcoming a degree of economic losses in confectionery sales where investigation proves a loss exists.

Estimates that 35 per cent of jobbers' sales show a loss may be a high or low estimate but it certainly should be of interest to manufacturers as to whether their products are in the profitable or unprofitable classification.

I believe that a great amount of enlightening information would result from even such a limited study and that a better understanding of the problems of both the jobbers and manufacturers would be studied by individual manufacturers and jobbers throughout the industry.

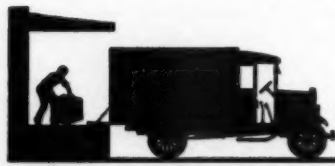
Constructive and Destructive Forces.

There are always two forces, antagonistic to each other, waging a ceaseless battle. One is the force of construction and one the force of destruction. An organization of the type of the National Confectioners' Association is and has been a great constructive force and should continue its existence and efforts even in these bewildering times. It is in very much the same position as all of us as individuals. It or ourselves have not as much to live on, but just as much if not more to live for.

This organization has been the parent of practically every constructive undertaking in the industry. It has brought together members of the industry and the industry has benefited by a great degree of unselfish time and effort from its leaders over a period of nearly fifty years existence.

A commendation of the N. C. A. may not properly be a part of a Report on a Jobbing Survey except as it pertains to a constructive effort and as a plea to a constructive organization.

There are intelligent jobbers, good merchandisers, who are seeking the co-operation of the manufacturers and against this type of distributors are the destructive forces



whose only method of sales is that of underselling. In every city and jobbing area you will find these opposing forces, the low type distributors and the high type distributors. Many manufacturers feel they can sell both types with impunity, but indication seems to verify that the lower type are degrading candy distribution, driving out the better type and manufacturers' distribution is suffering accordingly.

If the distribution of candy is to fall into the hands of the lowest type of distributors, there is not much hope for manufacturers of quality products, except those who go direct to the retail trade.

Many Good Distributors to Work With.

There are still thousands of earnest, conscientious candy jobbers, many of them are so-called wagon men and many of this type of distributor are independent, capable distributors who operate carefully and intelligently, who pay their bills and guide their dealers in the choice of quality confectionery. They need help along the lines of a study of profitable and unprofitable operations.

There are the larger service jobbers who maintain a stock, travel two or more salesmen, deliver, and extend credit. Many of this type of distributors know costs of operation, but are at the mercy of blind, ignorant and often vicious destructive competition.

We have the situation of manufacturers forcing consumer demand by advertising stunts, detail work, free goods, premiums and all kinds of circus methods, and jobbers stupidly secure distribution of their products, only to find it a boomerang, but such popular selling items being used as a bait by chain stores for spectacular price cutting sales, and by price cutting jobbing competitors.

We have the constantly recurring incidents of groups of manufacturers arbitrarily making a general price reduction as a result of peevishness or retaliation and consequently forcing local manufacturers to meet the low level of price, and

it is common knowledge that price reductions are not only met, but often even lowered.

These actions generally disrupt the jobbing situation, do not increase sales or consumption and only result in further demoralization of the possible profit of the entire industry.

Stupidity of Price Reductions.

The stupidity of arbitrary price reductions of manufacturers not being properly based on a combined proportionate reduction of raw materials, labor, factory expense and distribution costs is one of the prevailing causes of the distressed jobbing situation. Selfish greed for volume to maintain production in over enlarged manufacturing plants is one of the underlying causes of this condition. Ignorance and disregard of costs by smaller manufacturers is another cause.

This all has a bearing on jobbing distribution as manufacturers' distribution and jobbing distribution are a closely knit part of the pattern of general candy distribution, and can be likened to the "Bow and arrow,—useless one without the other," and serious defect in either one greatly reduces the efficiency of the other.

Various attempts of a constructive nature have been attempted in the confectionery industry, some of which proved futile and costly, but some of which have proven very valuable. One of these outstanding accomplishments has been the assistance secured from the Department of Commerce in securing for the industry vital statistics that have been of inestimable value. To decline the offer now made by the Department might endanger continuance of the services which we now receive, as it might be considered as an evidence of lack of interest of the industry.

May I emphasize that the jobbing study cannot successfully be carried on as a one man job.

As chairman of your Committee, I respectfully report that the proposition is now in such form that the assistance of the Department of Commerce is pledged and one-half of the necessary guarantee has been pledged, but to carry on to a fulfillment, there needs to be evidence on the part of both manufacturers and jobbers that this Study of Costs of Operation of Jobbing Confectioners is desired.



●AS SPOKESMAN for his group in candy distribution, Joe Jobber presents in this column substance of interviews with leading jobbers on points of interest to manufacturers.

Stop Price Discrimination

A JOBBER the other day related to me the embarrassing experience of a manufacturer who sent him an invoice to which was accidentally attached an invoice made out to a well-known chain store organization. The invoice to the chain store showed the regular jobbing discount—plus an additional discount of approximately 15 per cent, which the manufacturer stated was for advertising! Then besides this, the jobber discovered the invoice covered only 25 boxes of a given item, shipped express prepaid—whereas their requirement of a jobber was a minimum of 100 boxes!

Now, as a doctor I may be a first-rate undertaker—but I know high blood pressure when I see it in a boiling-hot candy jobber! Was he sore! And did he razz that manufacturer!

This instance represents a differential of price schedules existing throughout the industry which is common knowledge among wholesalers and will remain a sore spot until manufacturers adjust their sales policies to a fairer basis. According to the Department of Commerce 1931 Survey of Confectionery Distribution, the sales to jobbers of the country amounted to 53.8% of the total manufacturers'

sales volume for 1931. Sales to chain stores, on the other hand, amounted to but 18.0% of the total volume. Considered from this angle alone, the wholesalers feel that the manufacturers should give some pretty deep thought to the problem of price discrimination against the group that handles the biggest end of the distribution job.

With this extra discount given to chain stores, who do but 18.0% of the candy business, the manufacturers are indirectly establishing a retail price situation which cripples the merchandising of 53.8% of their volume—through the wholesale and retail outlets.

The average retailer can't compete against chain store prices; he makes little or no money, and is slow pay for the jobber. The jobber's volume and credit are impaired accordingly. In turn, the manufacturer is impatient with the jobber as a credit risk, as a distributor, and as a merchandiser. Sooner or later this matter of price discrimination will have to be thrashed out as an industry action. When it is—watch the stimulating effect upon wholesale and retail confectionery merchandising effort!

Have Some Manufacturers Lost Touch with Conditions?

MANY executives of the large manufacturers don't know the actual conditions existing out in the trade. This may seem like an indictment of some of our chiefs, but none the less facts are facts. For instance, the credit manager of a large company was unaware until recently that druggists

commonly carry charge accounts and are thereby subjected to limitations now and then when confectionery jobbers try to collect.

Then there's the instance of the sales executive out contacting the trade with a 1,200 box deal. He was attempting to place it wherever it would be accepted—without having first conferred with his credit department as to the accounts which could safely handle that amount.

Here's another: A salesman vehemently asserted the other day that his firm would make a lot more progress if "the old man" would get out in the trade once in a while and get acquainted with conditions as they exist today.

Now, don't get me wrong. I'm not casting any reflections against anyone. I am only passing on the substance of interviews with leading jobbers on points of interest to you manufacturers. There may be some truth in the statement that some manufacturers are still working on their theories of 20 years ago, when they really were out selling and knew conditions as they existed then but have lost that intimate touch with the distribution field in recent years.

James H. Wilson

JAMES H. WILSON, general manager of the Pan Confection factory of the National Candy Co., St. Louis, passed away suddenly of a heart attack August fifth.

The death of "Jim Wilson" as he was familiarly known was a shock to the entire industry. For many years Mr. Wilson has taken an active part in the affairs of the industry and was serving on the Executive Committee of the National Confectioners' Association at the time of his death.

Years ago Mr. Wilson was in the sales department of Cracker Jack Co. Later he went to Baltimore as general sales manager of a candy manufacturer which is not now in existence. From there he came to the National Candy Company's old Chicago plant as sales manager. In 1917 he was made general manager of the Pan Confection Factory.

Mr. Wilson had the admiration and respect of the entire candy industry and his genial presence will be greatly missed in future gatherings.

TRADE MARKS for Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

RADEMAKER'S HOPJES, coffee flavored candies of the type known as hopjes. Use claimed since 1898. Maatschappij Tot Exploitatie Van Rademaker's Koninklijke Cacao & Chocolate Fabrieken, The Hague, Netherlands.

RED LABEL HOPJES, candy. Use claimed since May 20, 1931. I. Kosloff & Sons, Inc., New York, N. Y.

FREEZECREAM, ice creams. Use claimed since Nov. 3, 1931. Mission Creameries, Inc., Los Angeles, Calif.

IT'S A HONEY, candy. Use claimed since Oct. 29, 1931. Kidd Products Corp., Chicago, Ill.

G in a circle, sugar. Use claimed since May, 1920. Godchaux Sugars, Inc., New Orleans, La.

CHICK DESIGN, candy bars. Use claimed since Nov. 1, 1930. The Chicky Mfg. Co., Grand Rapids, Mich.

ESKIMO SUNDAE, ice cream confections. Use claimed since Dec. 1, 1931. Eskimo Pie Corporation, New York, N. Y.

THE HONEY POT, candies. Use claimed since March 1, 1925. Olive Sherman Watson, Alfred, N. Y.

JU-C-FREEZE, frozen confections, including ice cream and water ices. Use claimed since Oct. 1, 1930. General Frozen Products, Inc., Fort Worth, Tex.

DUR-INDA, candied confection. Use claimed since Dec. 12, 1931. Austin W. Landquist, New York, N. Y.

YEP! candy. Use claimed since March 1, 1932. Yes Pure Food Products Co., Riverside, Calif.

BABY RUTH, chewing gum. Use claimed since Oct. 27, 1930, by the Curtiss Candy Co., Chicago, Ill.

IT'S A HONEY, candy. Use claimed since April 1, 1930, by Edgar P. Lewis & Sons, Inc., Boston, Mass.

Two parallel green lines on golden-rod yellow background, sugar. Use claimed since Jan. 16, 1932, by Godchaux Sugars, Inc., New Orleans, La.

YORKMAN'S BOURBON, assorted candy, including hard candies, glace fruits, bon bons, chocolates. Use claimed since May 18, 1925, by Yorkman Candies, Inc., New Orleans, La.

BAR-Q-NUT, barbecued peanuts. Use claimed since June 5, 1931, by William T. Pugh, Jr., Dallas, Tex.

PAS-TEES, pastries. Use claimed since Jan. 15, 1931, by Marie B. Kueter, Oakland, Calif.

LIK-RISH JACKS, popcorn confection. Use claimed since Feb. 15, 1932, by The Cracker Jack Co., Chicago, Ill.

BEST WISHES, French pastries and ice cream. Use claimed since Feb. 6, 1932, by James D. Coules, Boston, Mass.

JO-LO, chocolate paste, confectioner's glaze, marshmallow powder, cookies, bread, doughnuts, flour mixes for making cakes, chocolate candy, pie fillings, sugar color, etc. Use claimed since Jan. 1, 1919.

LA VIZCAYA, refined sugar and centrifugal sugar in any condition, etc. Use claimed since Sept. 19, 1931. Jose Arechabala, S. A., Cardenas, Cuba.

MURIEL POPS, candy. Use claimed since March 24, 1925, by E. Rosen Co., Providence, R. I.

BUDDIE BOY, chocolate nut cakes, cookies, pastries, etc. Use claimed since Feb. 4, 1932, by S. Gumpert Co., Inc., Brooklyn, N. Y.

SPORTMAN'S, prepared edible chocolate. Use claimed since March 4, 1915. Lamont, Corliss & Co., New York, N. Y.

PICKWICK, ice cream. Use claimed since Feb. 15, 1929, by Saul H. Perry, doing business as Pickwick Ice Cream Co., Stamford, Conn.

KENN GUM, chewing gum. Use claimed since June 3, 1929, by Kidd Products Corporation, Chicago, Ill.

FANSEE-TRIMS, confection for decorating cakes, pies, puddings, sherbets, ice cream, cookies, candies, etc. Use claimed since Nov. 2, 1931, by Kulla & Valente, New York, N. Y.

REEVE SELECT, package dates, etc. Use claimed since Dec. 1, 1931, by B. M. Reeves Co., Inc., Brooklyn, N. Y.

ROBICO, biscuits and wafers. Use claimed since March 18, 1932, by Robico Biscuit Co., New York, N. Y.

SAVOY, coconut, salted peanuts, chocolate, popcorn, marshmallow creme, glacé fruits. Use claimed since about 1895. Steele-Weddes Co., Chicago, Ill.

YEASTIN, chocolate and chocolate confectionery. Use claimed since Feb. 2, 1931, by Hamblin-Metcalf, Ltd., Kitchener, Ontario, Canada.

FRUIT-SNO, frozen confections and flavoring extracts therefor. Use claimed since Sept. 1, 1931, by S. J. Lahman, doing business as Fruit-Sno Co., Oklahoma City, Okla.

DEW JELL, preparation of gelatine for use in making desserts, salads and food beverages. Use claimed since Jan. 2, 1932, by Jell Products Co., South Milwaukee, Wis.

LOVE ME FREEZE, frozen confection similar to sherbet. Use claimed since March 12, 1932, by Love-Me Ice Cream Co., Milwaukee, Wis.

EDENFRUIT, candy confections. Use claimed since March 1, 1932, by David Turcott, doing business as Turcott & Co., Beloit, Wis.

KING OF THE OVEN, bread, rolls, cakes and pies. Use claimed since May 30, 1924, by The Garber Baking Co., Frederick, Md.

SHORT FELLOWS, cakes and cake preparations. Use claimed since March 1, 1932, by S. Gumpert Co., Inc., Brooklyn, N. Y.

FUNNY FARM FOLKS, candy. Use claimed since March 14, 1932, by Thomas I. Kent, Boston, Mass.

CREMONA and fan design, sweet cakes. Use claimed since 1881 by Vergani Venceslao Di Secondo, Cremona, Italy.

CHILDS, candy and nuts. Use claimed since January, 1930, by Childs Co., New York, N. Y.

AH NURTS, nut candy bar. Use claimed since Feb. 20, 1932, by K & L Manufacturing Co., Salt Lake City, Utah.

MILKSICLE, frozen confections. Use claimed since Sept. 16, 1931, by Paul Hawkins, doing business as Paul Hawkins Co., Los Angeles, Calif.

THE NEW FROZEN CANDY—NICKEL ON A STICK, frozen confections. Use claimed since April 21, 1932, by Paul Hawkins, doing business as Paul Hawkins Co., Los Angeles, Calif.

GOLDEN DAWN, ice cream. Use claimed since April 4, 1932, by Frigid Products Corp., Brooklyn, N. Y.

SUNBURST, popcorn. Use claimed since May 15, 1929, by Davenport Seed Co., doing business as Sunburst Pop Corn Co., Davenport, Iowa.

FLEER'S BON BON GUM, chewing gum. Use claimed since June 22, 1927, by Frank H. Fleer Corp., Philadelphia, Pa.

Picture of Martha and George Washington, candies. Use claimed since June, 1892, by Martha Washington Candies Co., Chicago, Ill.

POP-IT, shelled popcorn. Use claimed since May 8, 1931, by The Cracker Jack Co., Chicago, Ill.

KEIL'S BAKERY PRODUCTS, bread and cake. Use claimed since Dec. 10, 1931, by Isidore Keil, Newark, N. J.

WHISTO DARI-SOLIDS, confectionery base, consisting of butter, fat, solids not fats, and sugar. Use claimed since Dec. 17, 1931, by White-Stokes Co., Inc., Chicago, Ill.

SUCREST, sugar and confectionery syrup. Use claimed since March 15, 1932, by Sucrest Corp., New York, N. Y.

MELOROL, ice cream, water ice, sherbet and similar frozen confections. Use claimed since Feb. 13, 1932, by Vogt Instant Freezers, Inc., Louisville, Ky.

MUNCHEE, nuts. Use claimed since Jan. 1, 1932, by Leonard V. A. Burton, Jr., doing business as Munchie Nuts Co., Minneapolis, Minn.

APPLADAY, apple candy confection. Use claimed since Jan. 1, 1932, by H. P. Hanson & Co., Chicago, Ill.

SPYSUP, syrup for making cake and confectionery. Use claimed since March 15, 1932, by E. Bistrow, doing business as Spysup Mfg. Co., St. Louis, Mo.

HAARLEM, cakes and peanuts. Use claimed since November, 1931, by Overland Candy Corp., doing business as Food Confections Co., Chicago, Ill.

1932 AUGUST 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

1932 SEPTEMBER 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	1	2	3
11	12	13	14	8	9	10
18	19	20	21	15	16	17
25	26	27	28	22	23	24
				29	30	

The CANDY MAN'S CALENDAR

8th Month
31 Days { 4 Saturdays }
 { 4 Sundays }

9th Month
30 Days { 4 Saturdays }
 { 4 Sundays }

Day of Month	Day of Week	EVENTS
1	M	Monthly meeting Candy Production Club of Chicago, Chicago, Ill.
2	Tu
3	W	Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver, Colo. (each Wednesday).—Monthly meeting Retail Confectioners' Association of Philadelphia, Elks Hotel, Philadelphia, Pa.
4	Th	Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati, Ohio.—Monthly meeting Westchester Candy Jobbers' Assn., Yonkers, N. Y.
5	Fr	Weekly meeting Utah Manufacturers' Assn., Salt Lake City Chamber of Commerce, Salt Lake City (each Friday at noon).—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.—Annual 3-day Convention, Southern Wholesale Confectioners' Assn., Battery Park Hotel, Asheville, N. C.
6	Sa
7	S
8	M	Are your moths hatching nicely? Too bad you didn't fumigate!
9	Tu	Confectioners' Buying Assn., Inc., Chicago, Ill.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago.
10	W
11	Th	Be sure to have your fall packages out by the end of this month so they'll be ready for September sales.
12	Fr
13	Sa	Now's the time to start selling goods at a profit.—They've been selling long enough at cost—or less.
14	S
15	M
16	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia, Pa.
17	W
18	Th	Monthly meeting Utah-Idaho Zone, Western Confectioners' Association, Salt Lake City, Utah.—Monthly meeting N. Y. Candy Club, Inc., Hotel McAlpin, N. Y. City.
19	Fr
20	Sa	Get Christmas orders in early. Give the factory time to turn out goods in the right way.
21	S
22	M
23	Tu	Monthly meeting Candy Square Club of N. Y., Inc., Hotel McAlpin, N. Y. City.
24	W
25	Th	Monthly meeting Association of Manufacturers of Confectionery and Chocolate of State of N. Y., Hotel Pennsylvania, N. Y. City.—Golf tournament and outing Candy Production Club, Nordic Country Club, Itasca, Ill.
26	Fr
27	Sa	Monthly meeting Pittsburgh Candy Club, Pittsburgh, Pa.
28	S
29	M
30	Th	From now on, BUSINESS SHOULD BE GOOD!
31	W

Day of Month	Day of Week	EVENTS
1	Th	Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati, Ohio.—Monthly meeting Westchester Candy Jobbers' Assn., Yonkers, N. Y.
2	Fr	Weekly meeting Utah Manufacturers' Assn., Salt Lake City Chamber of Commerce, Salt Lake City (each Friday noon).—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
3	Sa
4	S
5	M	Labor Day.
6	Tu	Dealers should be well stocked for opening of school.
7	W	Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver, Colo. (each Wednesday).—Monthly meeting Retail Confectioners' Assn. of Philadelphia, Elks Hotel, Philadelphia.
8	Th
9	Fr	Sweetest Day just a month off. Be prepared.
10	Sa
11	S
12	M	Three-day annual meeting Northern Nut Growers' Assn., Washington, D. C.
13	Tu	Confectioners' Buying Assn., Inc., Chicago, Ill.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago.
14	W	Monthly meeting Manufacturing Confectioners of Baltimore.
15	Th	Monthly meeting Utah-Idaho Zone, Western Confectioners' Assn., Salt Lake City.—Monthly meeting N. Y. Candy Club, Inc., Hotel McAlpin, New York City.
16	Fr
17	Sa
18	S
19	M
20	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia.
21	W
22	Th
23	Fr
24	Sa	Monthly meeting Pittsburgh Candy Club, Pittsburgh, Pa.
25	S
26	M	Candy Executives and Associated Industries Club, 71 West 23rd street, New York.—Annual meeting New England Manufacturing Confectioners' Assn., Parker House, Boston.
27	Tu	Monthly meeting Candy Square Club of New York City, Hotel McAlpin, New York City.
28	W
29	Th	Monthly meeting Assn. of Manufacturers of Confectionery and Chocolate of State of N. Y., Pennsylvania Hotel, New York.
30	Fr	Be ready with your Hollaw's'en novelties—it's only a month away.

Can High Priced Candies Stand the Gaff?



It is primarily as a gift item that fine candies will stand the gaff of hard times

That they can and will, is the belief of Miss Rose. She advances some constructive thoughts on the subject in this article

By EDITH ROSE

OF recent months the candy manufacturer has been asking himself the same question which the merchant in other fields is trying so desperately to answer—"How can I survive the depression?" But among all tried and troubled entrepreneurs we feel that the high-priced confectionery manufacturer has a peculiarly difficult problem—one that may be more specifically put in the form of the question, "Will \$2 candy survive the present deflation?"

The better, or we should say best, grade candy maker is not concerned so much with methods of meeting the conditions, with lessening his labor cost, reducing his raw materials and other possible economies. The very price level of his product determines the nature and the essence of his business. If he simply lowers his price and follows the example set by business men in other fields, he revolutionizes his entire business. His product has overnight lost the identity in the minds of the consumer.

It is not merely sheer optimism which makes us believe that the high priced candy product will survive. Undoubtedly its survival is dependent on whether our present economic system sinks or swims. We cannot imagine a member of the Soviet trade unions presenting other "comrades" with \$2 per pound confections. But as long as U. S. government income tax statistics list even the low number of 1931 incomes over one million dollars and so many more in excess of \$100,000 there will be a potential market for

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the class product in every field. There will be the epicure who wants hot house grapes, fresh asparagus in January (if he happens to hie from the northeast) and two dollar candy twelve months of the year. In fact, the consumer does not have to be an epicure to demand the latter; he must simply be one of those many thousands who are accustomed to eating good confections, and who would rather have one piece of good chocolate than a pound of twenty-nine cent confections, which seem to stick in their throats. As long as we have a demand for the hand finished dress, for silk which is not weighted, for partridge and saddle back ducks, we will sell \$2 and even \$4 candy.

Primarily a Gift Item

The market for the better than ordinary product in all lines has slumped. Those who allow themselves the indulgence of expensive candy may do so less frequently for a while and thus cut deeply into our volume. But given the hypothesis that we don't go "red," two dollar candy is bound to come through, with all the other "necessary luxuries" which the public wants.

But it is primarily as a gift item that good candy will stand the gaff of the hard times. As a gift, high-priced candy has a definite place on the community budget. Among scores of products which are manufactured for gift consumption, candy fills a definite, undisputed need. Not candy in the medium price ranges, but candy in the higher price range. And because a cheaper priced product will not serve this gift purpose, we feel that two dollar candy must survive.

Can you give a woman buyer a box of clear havanas? Obviously not, even though she may have a husband back in Oshkosh who would appreciate them. Would you present the clerk at the court where you wanted to waive a jury notice with a bottle of twenty-five dollar perfume? No, for it is liable to be just the scent or make which his wife or sweetie has never heard of. But you have a common denominator, a product which will be acceptable to man or woman, buyer or seller, smoker or no-smoker. You can give him or her a box of fine candy and neither your good taste or your honorable intentions will be questioned. Your gift will be welcome. The recipient will realize

that you have bought him the finest article that the market offers. Had you given him a fountain pen it would have to be made of gold to approximate that same idea, that of the quintessence of the quality of your gift. With candy the donor has a two-fold advantage. He can limit the quantity and thus regulate the total expenditure involved for his gift without seeking an inferior grade of merchandise. Where other products may be prohibitively priced, candy offers the best that money can buy for a sum which, according to the size of the package, is well within the purchaser's capacity to pay.

Reduced Price Removes Its Distinction

So much for the appropriateness of the candy gift. Will it, however, be equally acceptable if the recipient knows that the candy is no longer \$2 the pound but has been cut to let us say \$1.69 or \$1.50. We do not think so. When a dress comes from an expensive establishment, the label sewed in its neck bespeaks its elegance and individuality. That the couture has seen fit to reduce the price from one hundred and seventy-five dollars to a hundred and fifty does not alter its claim to distinction. It is still a "creation." Only buyer and seller know its exact price. But when a trade marked candy is reduced in price it falls from its pedestal of distinction. As a cheaper product it no longer embodies that essential element of smartness, of fitness. And if gift candy does not fulfill that function, the gift purchaser will look to other wares to find a product which, at a minimum expense, will convey that same prestige which high-priced candy does. Two dollar candy has a psychological selling value which it ceases to have when its price is arbitrarily lowered. The manufacturer who reduces his price puts his product immediately into a different category. If he does so, and the increased volume he anticipates does not accrue to him, he is worse off than before. For nine chances out of ten he will find that some more

courageous competitor has come out with another two dollar package to fill the place which he has voluntarily vacated.

Of course the public has a legitimate point of view. It says that raw materials are now substantially cheaper, that labor cost is less and that therefore a lowered merchandise cost requires a reduction in the price of the commodity. Most manufacturers will agree, in theory. But those who sell candy at seventy cents the pound will tell you that they are using a better grade of coating than they could afford to use a year ago. One manufacturer told this writer that he had added to his dollar assorted chocolates four pieces which he could previously include only in his \$1.50 variety. Recently, a large chain reduced all its merchandise by an over fifty per cent cut. In most cases, however, before reducing the price of the confection the producer has given the purchaser more for his money rather than take the article out of its established price class.

But with two dollar candy the case is not so simple. Here the price implies that no better raw materials could be used, that workmanship represents the best that can be had. In short, the price of the article is predicated on the assumption that in order to reach as near perfection as possible, each item in production cost is so great that the high price of the product is warranted. If our argument be true, that it is psychologically unsound to reduce the price even though the cost of production has been drastically lowered, what other alternative has the two dollar manufacturer? How can he maintain his volume, without lowering his price?

Improve the Package

The old slogan of "we couldn't improve the cream so we improved the tube" comes to mind. Especially for packages which are designed largely for gift consumption, the manufacturer can concentrate on increased package attractiveness to secure larger volume. He can capitalize the reduction of raw materials, but instead of those materials which form the ingredients of his product he can take into greater account those which have to do with its packing. Candy sells itself primarily on two counts. First on the popularity of the brand, and second, on its package appeal. With



HIGH PRICED CANDIES

the present need for particularly keen competition in order to sell all merchandise package appeal assumes a new and increasing importance. Based on the salability of the various two dollar candies from the point of view of package smartness, we may if times continue see a survival of only the fittest of the two dollar grades. By exerting an effort to give additional package value, (especially on gift candy) rather than reduced price cost, we feel that most of our two dollar candy can assuredly avert its own suicide.

In an effort to find out the current market for two dollar candy we spoke with a score of dealers whose business is largely on higher priced candy. Included were the leading better hotels in the Metropolitan district, New York, the food specialty stores, high-class druggists and one catering establishment which does a nationwide candy business. Several merchants volunteered the information that the times showed buyers to be more cautious and less extravagant. We found in most instances that salespeople could

not or would not commit themselves as to what actual change had taken place in their sales. Some felt that whereas formerly two dollar sales had formed seventy per cent of their business, that this had probably lowered to sixty per cent or fifty-five per cent due to an increased call for cheaper merchandise.

But in all cases, those who normally do the greater part of their volume on the two dollar grades do so now. The picture has altered, but to a degree only. They are selling more of the one dollar and one dollar and fifty cent grades—but where the major call has been for two dollar candy it still remains so. And at the better hotels, specialty stores, etc., the higher priced items still form over 50 per cent of all sales.

Evidently, even in the second year of the depression, the two dollar demand is still strong enough to warrant a prescription against any immediate price reduction. It would seem logical to wait at least another year and to give the two dollar candy a chance for survival before taking it definitely from the market.

I should like to stress a point on the necessity of getting new members. Ours is a very large industry, and new people are continually coming into the candy business. Many belong to local salesmen's clubs, where the fields are fertile. Just a little more activity on the part of all of us for new members. I should like to see further and closer alliance with local clubs and associations.

I regret to say that we have lost by death during the past year many of our old associates, among them five Past Presidents. The passing of our beloved Vice-President Samuel F. Williams was a severe shock to all of us, especially so soon after his elevation to office. So with deference to his memory we elected no successor, but held the office of Vice-President open during the term.

Our security, future, and well-being rest entirely on how well we guard ourselves and keep free from disturbing influences that may at some time or other create ill feeling or dissatisfaction among our members. We were founded on the principles of good-fellowship, harmony, and sociability, and it is our duty to continue along those lines. . . .

Miss Ardelle Opens Los Angeles Factory

The Helen Ardelle Hawaiian Confections, Ltd. of Hawaii opened a branch factory at 7269 Hollywood Blvd., Los Angeles. Miss Ardelle, who several years ago had a plant on the coast, went to Hawaii and formed a company to manufacture a confection made from fresh pineapple. She has now established a branch factory in the States for manufacturing this confection.

Ungerer Moves St. Louis Office

Ungerer & Company, New York, moved its St. Louis headquarters in charge of E. M. Tysdal from 2026 Railway Exchange Building to 5 South Taylor Avenue, August 1st. The new telephone number is Rosedale 3850.

This move will combine the St. Louis office and stock, facilitating deliveries and service to customers in that city.

Mr. Weicker Returns from Europe

Herman G. Weicker, Vice President of Dodge & Olcott Company, New York, has returned from Europe, where he spent the last two months visiting his firm's connections abroad.

Reece Asks Help For Unfortunate Salesmen

By SAM W. REECE

From Address as Retiring President at N. C. S. A. Convention

I BELIEVE that confectionery salesmen realize the importance of unity and cooperation, and we should not lose sight of the fact that only through organized and cooperative effort can we hope to protect and advance the interests and welfare of our members. . . .

The year just passed has been a very trying one. We have our problems as have most industries during this economic disturbance. . . . Many of our members are in dire want and need assistance. The time is here when we must do something to improve their condition if we can. I welcome suggestions or ideas that are constructive and helpful to our members.

May I ask at this time that when and wherever possible to secure lines or a position for any member of the National Confectionery Salesmen's Association, you do so and

notify our Secretary (Henry H. Michaels, 282 Northern Ave., New York), who will be pleased to assist in every way.

It is also advisable for our Association to have a closer contact at all times with confectionery manufacturers, so that we may be able to place our members in touch with them whenever a salesman is required.

As an organization we have been fortunate during the past years in holding our own. As you probably know from the last report issued, our financial position is excellent—which is undoubtedly due to the vision and sound methods of many of our early members who so earnestly and faithfully labored to build a solid foundation for us. We are the largest body of men in the confectionery industry—over six hundred—and I dare say the wealthiest.

Keep Your Salesmen Satisfied

*... or more inviting fields may lure away
your most experienced men*

By C. RAY FRANKLIN

NO DOUBT you have heard the following remarks quoted many times, and especially in the past two years:

"The cost of traveling and living has been reduced, as a result salesmen should expect to earn less." Quite true, living, with the exception of rent, taxes and insurance, has declined, but traveling expenses have not declined in proportion to other items. Hotels have reduced some, approximately fifty cents a room per day. Meals have shown a greater reduction than rooms, but transportation is still high due to the fact that a salesman is compelled to use an automobile to work satisfactorily, and gas, oil, insurance, upkeep and depreciation run into money. With conditions as they are, and have been, where the major portion of one's sales are personal sales, which must be charged directly to overhead, while mail orders, which are more or less profit, are in the minority, it makes it rather difficult for a salesman to make any money. Consequently, if your salesmen fail to make some profit on their labor—and most of them really labor these days—they will of necessity be compelled to seek other fields of endeavor.

Needed: Closer Cooperation

Closer cooperation should exist between manufacturers and salesmen. Give the salesmen some new items or dress up some of the old ones, ever remembering that the Candy business is one of the most fickle of all industries. An item may go big for a short time and then die. Factories should, I think, hesitate packing their items in short count packages, thereby reducing the unit of sale. This, together with the lower prices now in existence,



coupled with reduced buying on the part of the jobbers, and under consumption of Candy on the part of the public, makes it difficult for the salesmen who work on a commission to secure sufficient volume to make a living and runs the selling cost up on a salaried salesman.

Salesmen, it seems to me, are a necessity in the distribution and marketing of most products. Vending machines and catalogues may be used to some degree of success in retail merchandising, but without salesmen contacting the jobbers and wholesalers I am afraid the manufacturers' distribution would be very limited.

Factories have tried to force volume for some time through every conceivable plan, and strange as it may seem the volume we all cherish has not become a reality. From my observation the only one making any money in the Candy business at the present time is the retailer, and he finds it difficult to pay his bills; what he does with his profits only he knows.

Raise Prices!

Factories can stand only so much selling expense. That every sales-

man knows, or should know, and I am quite sure the majority of salesmen want to see the factories make money, and do not expect any increased commission because of the condition the industry, as a whole, is in today. But as long as the low prices quoted by the factories have not secured for them the additional volume they desired, and as the jobbers have, in most cases, passed their additional profit on to the retailer, who makes it all, and more than is necessary, why should the factories not raise their prices and increase the salesmen's commissions, thereby making more profit for themselves and giving the salesmen an opportunity to at least remain in the industry they have chosen, and live until the present conditions have adjusted themselves?

U. S. Beet Sugar Situation

Distribution of beet sugar in the United States during the first six months of 1932 (January 1st to June 30th) totaled 605,208 long tons, raw sugar value, an increase of 90,449 tons, or 17.5 per cent, compared with the corresponding period of last year. According to Lam-born & Company, Inc., Statistical Department, the distribution of domestic beet sugar during the first six months of 1932 accounted for 22 per cent of all sugars distributed in the United States during this period.

On July 1st, 1932, there were still on hand approximately 295,000 long tons old crop beet sugars or 200,000 tons less than were stocked on the same date last year. Plantings for the new United States beet crop are preliminarily estimated by the Department of Agriculture at 813,000 acres, an increase of 7 per cent over the previous year. Should the same yields be obtained as last year, the out turn of beet sugar crop will be around 1,175,000 long tons (raw sugar value) or approximately 75,000 tons more than were manufactured last season.

Accordingly, as of July 1st, it is estimated that there are 125,000 tons of beet sugar less on hand and "in sight" than on the corresponding date a year ago.

Do We Face a Sugar Shortage?

As the second largest sugar-consuming industry, confectionery manufacturers will find in the present sugar situation plenty of food for serious thought

By HOWARD MINGOS

NOWHERE in the history of the candy manufacturing trade will there be found anything to equal the present situation in the sugar market. Sugar is now selling at low prices. There is much talk of overproduction and slack sales. Yet actually there is no super-abundance of sugar; the best-informed men in the industry believe that if certain conditions do not change within the next 12 months, we undoubtedly shall see a very serious shortage, with prices skyrocketing to 20 cents a pound, or even more. Some sugar experts believe that 30-cent sugar is not an impossibility—a piece of news not without interest to the confectionery people who this year will use about 490,000 long tons or more than a billion pounds. The trouble lies in Cuba.

Cuba for 30 years has been recognized as the great American sugar bowl. Cuba can produce cane sugar in such quantity and of such fine quality that it is a standard ingredient for all the better known brands of candy. Because Cuba is only 90 miles from our mainland there would seem to be no good reason why that source of supply should not continue indefinitely. But there is a reason. The Cubans are steadily being forced out of the market here, and that means an eventual shortage in sugar.

The Old Cuban Sugar Preferential

Soon after the Spanish-American War the American Government made a reciprocity treaty with the island republic. It provided among other things that Cuban sugar should enter the United States at 20 per cent less duty than that levied

against shipments from other countries. In return Cuba gave the United States preferential schedules of from 20 to 40 per cent. The belief now exists that the reciprocity treaty should be completely revised and Cuba given a much greater sugar preferential—to prevent outrageous prices here.

The old preferential worked very well until the World War, because the duty was low and Cuba sent us increasing quantities of sugar, which served to keep prices normal, at the same time making reasonable profits for everybody who dealt in that commodity.

The war created an emergency in foods and it was not long before America began hearing of a possible shortage in sugar, and prices went up. The fact that Cuba could have supplied all sugar needs without raising prices is another story, and it was not Cuba's fault that Americans did not get all the sugar they needed at normal prices.

Under the stimulus of war American capital was encouraged to enter Cuba and develop more sugar lands. The Cubans themselves were led to believe that this country would forever need all the sugar they might produce. Then the lawmakers at Washington commenced tinkering with the sugar tariff. They boosted it successively until the Hawley-Smoot tariff act of 1930 laid against foreign sugar a duty of 2½ cents a pound.

Cuban Producers Sell at Loss

Even with the 20 per cent preferential Cuban sugar since then has paid 2 cents a pound. From their former position of controlling prices the Cubans since have had to follow their competitors. These competitors are the producers in Puerto

Rico, Hawaii and the Philippines whose sugar enters the country free of duty. In order to sell here the Cubans must absorb that 2 cents a pound duty and receive only what the other sugar is bringing. For example, with raw sugar selling here for \$2.60 a hundred the domestic industry and our island importers get the full \$2.60 while Cuba receives only 60 cents, the \$2.00 going to the Government. That situation has virtually impoverished the Cuban producers who must pay 1 cent a pound to grow cane and nearly another cent to make raw sugar. Compelled to sell at a loss many of them are no longer planting their cane fields. Many of the raw sugar mills this year are failing to order bags, which cost 7 cents each and represent one of many burdens in an unprofitable business. As a result of the high tariff Cuba is rapidly fading out of the picture. She once sent us half of our national supply. Today she is supplying only a third.

Of the 5,500,000 tons consumed here this year less than a fourth of our sugar will be domestic. With the exception of some 250,000 tons of cane from Louisiana and neighboring States the estimated 1,100,000 tons of domestic sugar will be largely beet. Fully a third of our supply is now coming from our island possessions.

Cubans Fearful of Future

If Cuba should cease shipping, there will be a serious shortage. The island planters operating under the duty-free protection of the American flag are at their peak of production. They will not increase their acreage to any extent because of the risk, the possibility that Congress may curtail imports from the

islands or levy a tax, or sell the islands to the highest bidder—which is a thought no more fantastic than granting the Philippines their independence some time in the distant future. Java, Mexico and British possessions in the West Indies can ship sugar here, pay the duty and charge almost any price they care to—if there is a shortage.

The beet industry here has reached the limit of its expansion. The beet farmers make no money at growing beets. Americans will not work in the beet fields. Only alien labor, including men, women and children, can be hired for the back-breaking job of pulling beets; and each year finds them available in fewer numbers, at the same time demanding higher wages.

Sugar Industry Not Adaptable to Domestic Development

Precisely the same difficulties prevent expansion of the domestic cane industry. The planters complain that high wages and uncertain prices keep them poor. Thus the only way to put sugar-raising on a profitable basis in the United States would be to shut out imports until the demand exceeds the supply, with the public paying exorbitant prices for a commodity that it must have and which can be supplied at reasonable cost only from the island republic 90 miles off the coast of Florida.

The confectionery manufacturers rank second among the American sugar consuming industries—only our bakeries use more sugar—and today the candy people face the problem of maintaining their policy of lower retail prices in the face of rising sugar costs.

Strong sentiment is developing throughout the industry, and in fact among other business men and the leaders of both major political parties, that high protective tariffs for unnatural American industries are suicidal. Fewer than 4 per cent of the farmers in the United States raise sugar beets or cane, and they admit that it is unprofitable. So the business man wants to know why he should nourish an industry that is not suited to our high standard of labor, not adapted to our

climate or our soil and is a constant drain on the public purse.

The sugar duty is the highest of any commodity on the list. While the imported sugar from foreign sources not owned by us pays 2 cents a pound tax it amounts to only a third of the total consumption. Yet all sugar prices include that 2 cents a pound mark-up. Thus the duty this year is costing the public \$246,400.00 more than it otherwise would pay. Of that extra amount the confectionery manufacturers are contributing \$21,952,000. One might find some merit in it were all this money going to the Government; but it is not. Only a third of it, that represented by the duty on the third of our national supply which comes in from foreign countries, mostly from Cuba, goes to the Government. The rest makes life easy for the sugar manufacturers here. Theirs is an industry employing fewer than 14,000 persons, yet they receive more Government protection than any ten other industries combined.

A new reciprocity treaty between the United States and Cuba, in which Cuba is given a greater preferential on sugar, will let the Cubans sell us sugar at a fair profit. With that they will continue to grow cane, thereby assuring a constant supply which will stabilize prices.

Candy Production Club of Chicago Schedules Golf Tournament August 25

The second annual golf tournament and outing of The Candy Production Club of Chicago will be held on Thursday, August 25th, at the Nordic Country Club. Every effort is being extended to make the day a huge success.

Two players from the Chicago Candy Club will play the two best golfers in the Candy Production Club for a trophy. Also Johnny Clarke of Runkel Bros. will play Leonard Coates of Archibald Candy Co. to decide an argument as to which is the best golfer. Quite a gallery will probably follow them around to help them count the strokes.

Representatives of all industries connected with the candy industry are being invited to buy tickets and attend.

Lunch will be served at noon and dinner at 6:30 p. m. Prizes will be distributed after the dinner, and John DeMet has promised the boys some lively entertainment.

Members who cannot be on hand during the day are urged to attend the dinner in the evening.

The committee in charge of arrangements is composed of John DeMet, Secretary Fred Streit, President Walte. Whitehead, and Leonard Coates.

Nunnally - Hollingsworth Companies Combine

A CONSOLIDATION of two of the oldest candy manufacturing concerns of the South has just been completed between the Nunnally Company of Atlanta, Ga., and the Hollingsworth Candy Company of Augusta, Ga. The new corporation, which will rank with the largest candy manufacturing organization in the country, will be known as the Fine Products Corporation. Production operations will be continued in both the Atlanta and Augusta plants of the new company.

The officers of the new concern are the following: President, V. Hollingsworth; Vice President, N. F. Fiske; Secretary, W. W. Zealy. Winship Nunnally and A. F. Hopkins will be Chairman of the Board and production manager respectively.

It is understood that manufacture of the various confections identified with these two companies will be continued as in the past, except that each operating unit will take over the manufacture of the other unit's products in addition to its own. A line of syrups and fruit juices will also be manufactured in addition to candy.

The new corporation is reported to be planning an aggressive campaign for business throughout the South. The Nunnally Company will continue its retail stores.

Sweetly Yours Candy Company and the Southern Box Company, both of Augusta and affiliated with the Hollingsworth Candy Co. will establish branches at the Nunnally headquarters in Atlanta.

More Than \$50,000,000 Spent for Penny Candies Last Year

That there is little if any hoarding among the children of this country is revealed in figures compiled in the Commerce Department's Foodstuffs Division in connection with the sale of penny candies. Last year American confectionery manufacturers sold approximately 195 million pounds of this type of goods at a price exceeding \$26,000,000. The retail selling price of this candy, it is pointed out, was probably double that figure. While the economic depression has curtailed the sale of quality confectionery, statistics show that the sale of penny goods has remained remarkably stable from year to year.—Domestic Commerce.

Sharaf Co. Moves to East Boston

Sharaf Company, formerly of 91 Ful-ton St., Boston, are now occupying their new factory at 12 New St., East Boston. Their new plant is modern and better adapted to their fall production schedule.

Reduction of Southern Freight Rates

EFFORTS of Southern candy men to reduce freight rates within the Southern territory were rewarded on August 10 by the announcement from the Southern Freight Association office in Atlanta, Ga., that petition for reclassification had been approved by the Association and was being filed with the Interstate Commerce Commission in Washington, D. C.

The announcement was made by Chairman J. E. Tilford of the Association, and, according to Mr. Tilford, the new rates should become effective the latter part of September. The classification exception will have to be filed with the Interstate Commerce Commission for thirty days, and if no objections are registered with the commission, will go into effect as soon as instructions can go out from the Association office after the thirty days. Should there be objections, a hearing before the commission would be necessary before the new rates became effective.

The new rates, it is estimated, will save the Southern candy industry close to three-quarters of a million dollars a year in freight going over the railroad and will turn millions of dollars worth of candy back to the rail carriers which has lately been switched to the motor trucks.

Credit for the movement which led to the reclassification of candy goes to those who followed the movement through to its favorable ending. Although a large number of Southern manufacturers and freight bureaus representing other manufacturers had made an appeal to the Southern Association for the reclassification, Senator W. E. Brock, Brock Candy Co., Chattanooga, Tenn., Morgan Richards, Selma, Ala., E. L. Hart, Atlanta Freight Bureau, representing Nunnally and Norris, its local members, and the Southern Wholesale Confectioners' Association, represented by C. M. McMillan, secretary, were the principal figures in presenting the appeal to the Association. These gentlemen went to great expense to attend the Association meetings, and the Southern Wholesale Confectioners' Association placed a copy of a resolution passed at its recent convention requesting reclassification in the hands of every railroad head in the South.

It was understood that the railroads had been receptive to such a proposal

for some time due to the severe inroads of truck competition in the carrying of confectionery, particularly on medium length and short hauls. It is felt that the reduced rate will turn much of this confectionery traffic back to the rail carriers due to the fact that the larger manufacturers are in sympathy with railroads and will give them the business where the difference between rail and truck rates is not too pronounced.

The territory covered by the new rates extends to the Ohio and Potomac rivers on the North and to the Mississippi river on the West, according to Mr. Tilford. However, there is a similar movement on foot in other sections of the country toward reclassification and it is felt likely that the precedent set by the Southern Association will lead to moving candy from the second to at least the third in the East and North.

The reclassification is equivalent to better than 35 per cent reduction in freight rates. Instead of paying 85 cents per hundred, on the basis of \$1 per hundred for first class, candy shippers will now pay 55 cents. In other words, the freight rate of the 100-mile haul at first class is \$1. For a haul of equal distance the rate is 85 cents for second class and 55 cents for fourth class.

N. C. S. A. Convention

(Continued from page 37)

was no one had enough money to cash his check.

Uncle Bob Keppel, who just returned from Ireland, said this convention was so much better than kissing the Blarney Stone.

Joe Reinitz, president of the Wolverine Candy Club of Detroit, gave the convention the once over.

Jack Fisher, missing his top piece, graced the convention with his presence.

Miss Virginia Lempke, Mid-West's only lady broker, was among the guests.

Harry Greenberg gave the boys a treat to feast their eyes on—"the Mrs.," who sure is a charming young lady.

Tom Watts and "The Mrs." were among those present, and Tom sure has come through in wonderful form after his long illness.

Richard (Dick) Krause got the big hand. He was the only member present from the wild and woolly country, Chicago.

John H. Bruens, Philadelphia Sales-

men's Club's president, was kept busy looking for his "better-half."

Harry Guilfus, known as Handsome Harry, when the boys wanted him to run for president, said, "What do you think—me resign as Color Bearer? Not as long as I live! Color Bearer is my job."

Howard Waton was found wandering in the halls in his pyjamas. Someone called out, "What's the trouble, Howard?" He replied, "My roommate, Joe Winters, keeps calling me sweetheart, and I am afraid to stay in the room."

ONE BIG THING WAS THE MANY WIVES AT THIS CONVENTION.

Lafe Rosenthal was introducing his bride to the boys. Be careful, Lafe, there are sheiks among the candy salesmen.

David Pierce drove his fast-flying Packard from Detroit.

Julius Staiger and wife came clean from Pittsburgh. (Just a dirty remark.)

E. Schweinitz, the German Ambassador, always says "kerplunk" when anything goes wrong.

Several of the boys found a hideaway, near the Boardwalk, which never closed!

—George J. Heiser.

William W. Cherry

WILLIAM WARREN CHERRY, director of the Rowntree Company and of H. N. Cowan Company, Ltd., Toronto, died suddenly on July 18th. Mr. Cherry was a director of H. N. Cowan Company for 36 years before it became part of the Rowntree Company. He served as general manager of this company for many years.

Mr. Cherry was well known throughout Canada and was prominent in the Canadian confectionery industry.

Domingo Ghirardelli

Domingo Ghirardelli, Pacific Coast chocolate and cocoa manufacturer and retired head of the firm which bears his name, died this month.

He saw the business founded by his father, Sam Ghirardelli, grow into one of the largest west of the Mississippi.

A native of Lima, Peru, Mr. Ghirardelli came with his father to San Francisco in 1852. He joined his father in business in 1867. A son, D. Lyle Ghirardelli of San Francisco is present head of the firm.

Sweetest Day

(Continued from page 19)

with special sales, samples of new items, etc. Certainly no industry is in a more fitting position to play up the "treat" idea than the candy industry.

Why have a Sweetest Day? Why not have a Sweetest Day! There is every

sound reason why the confectionery industry should be privileged to feature a day or week when it chooses to call the public's attention to its appreciation of patronage and give special sales offerings—so long as it does not take itself too seriously.

Some Headliners

In Other Publications

A Digest of Articles on Advertising, Distribution, Selling and Other Subjects of Interest to Confectionery Manufacturers.

13 Ways Not to Sell Purchasing Agents

ONLY 33 per cent of salesmen who call on purchasing agents are effective, Lee J. Bussmann, purchasing executive of the Bussmann Manufacturing Company of St. Louis, stated in a recent address before the St. Louis Chamber of Commerce Sales Managers' Bureau at Hotel Jefferson. This figure was derived from a report on a recent survey made among purchasing agents of the city.

A tabulation of the descriptions of the mediocre and ineffective salesmen taken from the answers reveals thirteen types of objectionable salesmen. The list given by Mr. Bussmann is as follows:

(1) The poorly selected man; (2) the poorly trained man; (3) the man who calls with an apologetic attitude; (4) the man who calls too often with nothing in mind, believing that if he sees people often enough that the law of averages will take care of his sales; (5) the man who talks about everything but business; (6) the man who stays too long; (7) the bubbling personality or good-fellow type; (8) the high pressure salesman who always tells the buyer that he is passing up a big thing; (9) the salesman who knows little or nothing about his line (more numerous than would be supposed, the purchasing agents assert); (10) the salesman (about 50 per cent of the total) who knows nothing about the buyers' needs or operations; (11) the over-confident man who has dispensed with details in favor of generalities in his sales talk; (12) the man who always wants to know what his competitors are saying and doing; and (13) the salesman who knows the boss or tries to sell everybody in the organization but the purchasing agent.—*Class & Industrial Marketing, June.*

Bigger and Better Junk Piles for Obsolete Machinery

THE countless thousands of mechanical antiques in our plants should be converted into scrap iron. Bigger and better junk piles is a first-class slogan. But unless we mean it, we must pay the penalty. Every time an antique goes out of your plant into a bedroom plant, we multiply our problem a little more. Obsolete machinery is an economic force that not only harms the owner but tends to prevent stabilization of an industry that needs it badly.—*L. M. Nichols, Pres., Natl. Editorial Assn., in Am. Ptr., April.*

When the Sales Force Is Sold on Depression

MANY sales organizations that are trailing today are falling behind because they lack what is needed to overcome today's obstacles, not because of a lack of potential buyers.

The greatest obstacle to 1932 selling is the sales force that is sold on the depression.

When enthusiasm is most needed it is most difficult to generate. Today enthusiasm is almost a prerequisite to sales success.

We know it to be a fact that a man putting in the same effort he applied in 1915 and using the same sales talk he used then can go out today and do considerably more business.

With many capable salesmen completely deflated by today's tough conditions, what is to be done to turn them into producers today? As I see it, there are three ways: lead them, inspire them, or drive them. The first method is most dependable.

Even well-trained salesmen need in these times a leader who is enthusiastically working—not merely enthusiastic.

There are two things which, I am convinced, are of prime importance in building a strong sales force. One is the constant bringing in of new blood; the other is the careful weeding out of drones.

If you have any faith whatever in personal selling, the obvious thing to do in heavy going is to add manpower. No one driving a car would think of giving it less gas on a hill. In our company we are watching expenses carefully, but are not pinching the dollar. We are not cutting down on our sales force.

In times like these it is necessary to spend more money to get business.

For the salesman with sufficient enthusiasm to build up in the prospect a consuming desire for the product he is selling, there is no such thing as depression.—*W. W. Klingman, Vice-President, Equitable Life Assurance Society of the U. S., in Printers' Ink Monthly, August.*

Here's Who Will Survive

THE "more a man faces risks, the more he knows they are not to be feared. The more a man practices his will and his courage, the more he knows he can rely on them to bring about the realization of his purposes."

Such a man will survive the depression. He will triumph because he does not cower before the battle of life. Rather he manages to dominate his environment.

In troubled waters chart and compass and a firm hand at the wheel are essential. That is the real need for "leadership" in these trying hours—each individual business must man its own ship. The spirit of this understanding is happily reinforced with substance, as witness the timely example of the Shell Oil Company of California.

"In some quarters," says the company in announcing a \$500,000 advertising campaign, "we were told to be content that a depression is no time to undertake the huge expenditure for equipment, operating and advertising which are essential successfully to launch new products."

"We believe that the only way to regain prosperity, whether it be in the case of the individual or corporation, is to deserve it; and that means confidence, vigorous work, and cooperation. . . ."

To these bold spirits, now, more than ever, "A Happy New Fiscal Year."—*Merle Thorpe, in Nation's Business, July.*

Advertising for the Small Firm

ADVERTISING will be in the years just ahead of us, as it has been in every reconstruction period of the past, the small man's great opportunity. The small manufacturer with low overhead and no high fixed charges, no great amount of watered stock, is going to be able to use advertising to tell possible buyers of his new products, of his ability to change policies quickly, of his willingness to serve them as individuals.—*Roy Dickinson, a Letter and a Reply, in Printers' Ink, July 28.*

A Helpful Letter from the Boss

Dear John Salesman:

ALL of us at the home office know it takes more work to get \$50 worth of business today than it did to get several hundred dollars' worth of business in the easy years of 1928 and 1929.

It's a time when all of us have to keep our chins up. . . .

Let us all remember that everyone of us has come along the new path of 1932 just as far as our thoughts have carried us. We will go tomorrow just as far as our thoughts will take us. Every action requires some thought in advance. . . .

Chin-up selling is not just foolish optimism. It means the man who comes in with his chin up has made a close study of his prospect's business before he has come to see him. He is ready to help the prospect with new ideas. If he has made the proper sort of study before he steps into the office, believes in his product and believes in himself, he certainly has nothing for which to apologize.

We have done our best with the merchandise; it is up to you to do the best by yourself. We stand ready to give you every assistance. . . .

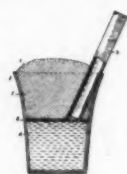
Good luck to you!

SALES MANAGER.
—*Printers' Ink, July 28.*

WHAT'S NEW?

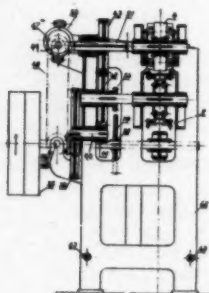
New Patents

1,810,453. Chewing Gum Confection. Raymond B. Webster, Alfred I. Fagerlie, and Irving C. Barager, Eau Claire, Wis. Filed July 1, 1929. Serial No. 375,275. 2 Claims. (Cl. 99—16.)



2. As an improved article of manufacture, a chewing gum confection made in the form of a drinking glass or tumbler, open at the top and closed at its bottom, and provided with a thin imperforated horizontal partition, also made of chewing gum or wax, forming a lower sealed chamber and an upper open ended chamber; the lower chamber carrying a suitable flavoring syrup or juice and the upper chamber carrying a suitable confection filler made to represent ice cream, and a tube or straw inserted into and carried by the upper chamber and provided with a solid penetrating stick designed to pierce the partition to permit the syrup to be sucked through the tube upon the withdrawal of the stick; the whole representing a glass of soda water or an ice cream sundae substantially as described.

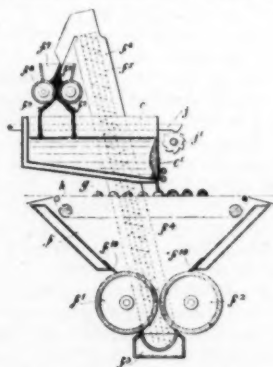
1,839,050. Machine for Making Cream Caramels and Other Caramels. Max Pönisch, Leipzig, Germany. Filed Oct. 2, 1930. Serial No. 485,882, and in Germany Oct. 7, 1929. 3 Claims. (Cl. 107—20.)



1. A machine for making cream caramels and similar caramels, comprising in combination a lower chain adapt-

ed to serve as conveyor band for the sugar mass fed thereto in the shape of a calibrated band, an upper chain arranged above and rotating at the same speed as said lower chain, means for imparting to said upper chain a reciprocating movement in transverse direction during its rotating movement, vertically shiftable knives on said upper chain, and stops adopted to shift said knives.

1,843,859. Reconditioning Chocolate for Coating Confectionery and the like. George Ralph Baker, London, James Washington Epps, Warlingham, and George William Perks, Southport, England, assignors to Baker Perkins Co., Inc., Saginaw, Mich., a Corporation of New York. Original application filed Mar. 31, 1926. Serial No. 179,662. Patent No. 1,737,447. Divided and this application filed July 9, 1928. Serial No. 291,163, and in Great Britain Mar. 31, 1926. 6 Claims. (Cl. 91—3.)

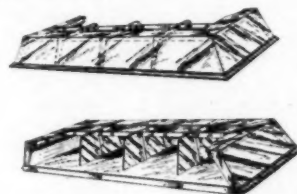


1. In the process of coating confectionery and the like with chocolate, the method wherein the surplus coating substance not retained by the confections is reconditioned and again used for further coating operations by being first heated to a temperature of about 34.5° C., so as to dissolve any crystals which may have formed and then cooled to a temperature above that at which graining occurs.

6. In the method of coating confectionery and the like, which comprises depositing on the confections a coating substance one portion of which, forming the outside of the coating, is in a "grained" or partly crystallized condition, the step of reconditioning for further coating operations, the surplus

coating substance not retained by the confections by first heating said surplus substance to above the temperature at which crystals are dissolved, and then cooling it to the temperature at which said crystals are about to form.

82,993. Candy Case. Leo W. Kennedy, Detroit, Mich. Filed July 28, 1930. Serial No. 36,497. Term of patent 14 years.



The ornamental design for a candy case substantially as shown.

85,189. Confection. Leonard B. Krick, Chicago, Ill., assignor to Popsicle Corporation of the United States, New York, N. Y., a Corporation of Delaware. Filed Oct. 8, 1930. Serial No. 37,182. Term of patent 14 years.



The ornamental design for a confection substantially as shown.

1,793,751. Apparatus for Handling Candy. Frank M. Schuler, Winona, Minn. Filed July 30, 1926. Serial No. 125,933. 3 Claims. (Cl. 107—3.)



1. An apparatus for the manufacture of candy, comprising one or more machines for making uncoated pieces of candy, located on one floor of a building, a tempering room disposed on a lower level, carriers receiving candy from said machines leading to said tempering room, means for receiving the pieces of candy from said carriers, one or more enrobing machines having receiving ends and located on a floor below said first mentioned floor, a conveyor leading from said temper-

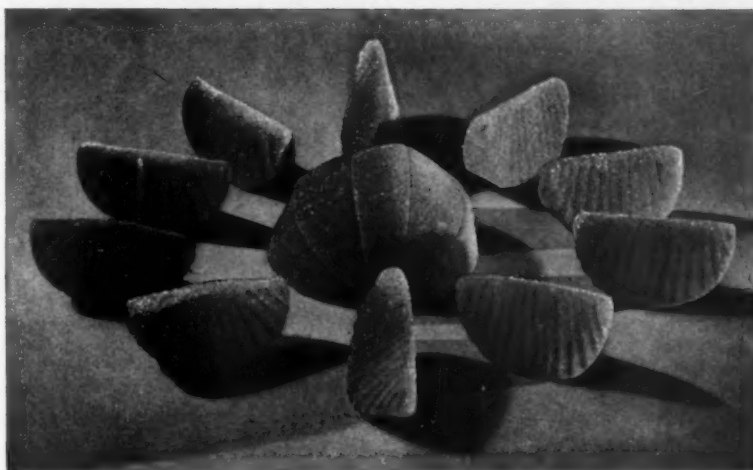
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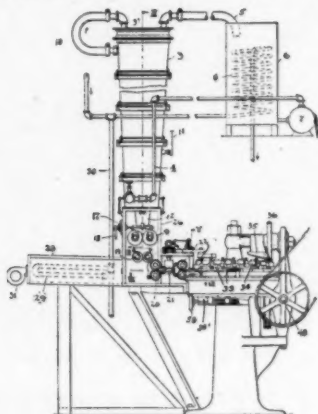
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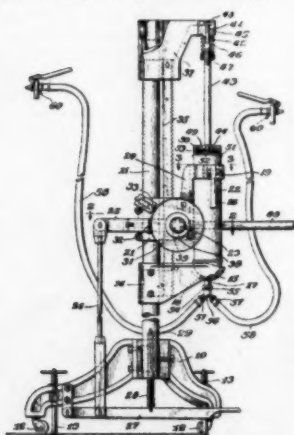
ing room to the receiving end of each of said enrobing machines, a packing room, a tunnel leading from said enrobing machines beneath said tempering room to said packing room and a conveyor moving in said tunnel leading from said enrobing machines to said packing room.

1,785,904. Candy Molding. Robert W. Hompe, Cleveland, Ohio. Filed April 29, 1927. Serial No. 187,592. 9 Claims. (Cl. 107-4.)



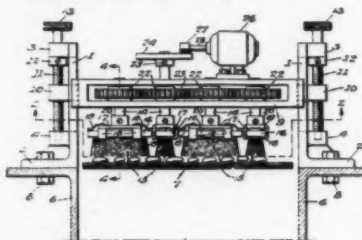
1. In a candy-molding machine, the combination of a die press comprising a plurality of dies adapted to enter corresponding die cavities, and a cutter for each die to sever the stock therefor, each of said cutters being movable with respect to said die cavities.

1,852,855. Candy Ornamenting Machine. Frank Petrovic, Chicago, Ill., assignor to E. J. Brach & Sons, Chicago, Ill., a Corporation of Illinois. Filed Feb. 13, 1931. Serial No. 515,544. 9 Claims. (Cl. 107-27.)



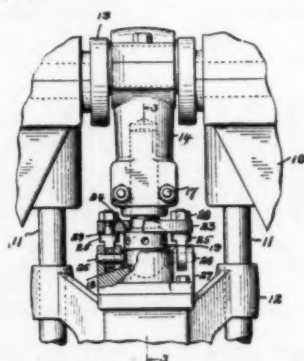
1. A blossom stringing machine comprising a cylinder adapted to contain paste, a piston adapted to apply pressure thereto, a piston rod carrying said piston, a nozzle adapted to discharge paste therethrough, a spring adapted to apply pressure to the piston rod, and means for energizing said spring progressively as the paste is extruded.

1,853,996. Candy Polishing Machine. Arthur B. Putzel, Philadelphia, Pa., assignor to Quaker City Chocolate & Confectionery Co., Philadelphia, Pa., a Corporation of Pennsylvania. Filed May 14, 1931. Serial No. 537,469. 9 Claims. (Cl. 107-43.)



8. In a candy polishing machine, the combination with a conveyor, of a pair of spaced uprights, a horizontal cross head mounted on said uprights, means for vertically adjusting the cross head with respect to the conveyor, a plurality of vertically disposed shafts rotatably mounted in said cross head, a gear rigidly mounted on each of said shafts and in interlocking engagement with the adjacently positioned gears, a polishing element secured at the lower end of each of the shafts, a motor mounted on the cross head, and friction means connecting the motor with the gears for synchronously rotating said elements to prevent contact of any two of the elements.

1,783,403. Connection. Zenas P. Candee, Waterbury, Conn., assignor to The Waterbury Farrel Foundry & Machine Co., Waterbury, Conn., a Corporation of Connecticut. Filed Jan. 24, 1929. Serial No. 334,844. 3 Claims. (Cl. 287-87.)



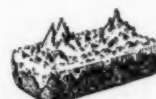
2. In a power transmitting device, an element having a rounded socket, a connecting member having a rounded end movably engaged in said socket, and having a rounded shoulder spaced from said rounded end, means to hold the rounded end in said socket, engaged about said member and having a correspondingly rounded seat engaged with said rounded shoulder whereby to allow the member and holding means to automatically adjust themselves with varying angular relation of the holding means relative to the longitudinal axis of the member, and means to pivotally connect the holding means to the element.

84,409. Confectionery Article. Albert C. Friedlund, Minneapolis, Minn. Filed Mar. 26, 1931. Serial No. 39,250. Term of patent 14 years.



The ornamental design for a confectionery article, substantially as shown.

83,613. Confection. Carl A. Isberg, Denver, Colo. Filed Jan. 13, 1931. Serial No. 38,296. Term of patent 14 years.



The ornamental design for a confection as shown.

8,359. Candy Jar. James E. Spence, Wheeling, W. Va., assignor to Hazel-Atlas Glass Co., Wheeling, W. Va., a Corporation of West Virginia. Filed Dec. 15, 1930. Serial No. 38,004. Term of patent 7 years.



The ornamental design for a candy jar, as shown.

1,855,592. Invertase Preparation and Method of Making the Same. Leo Wallerstein, New York, N. Y., assignor to Wallerstein Co., Inc., New York, N. Y., a Corporation of New York. Filed Feb. 3, 1926. Serial No. 85,780. 6 Claims. (Cl. 99-11.)

1. An invertase preparation of a determined inverting power, said preparation having incorporated therein a sugar in sufficient amount to form a protective agent for the invertase.

6. The method of making an invertase solution which consists in preparing an aqueous solution of invertase containing approximately 10% solids and incorporating therein sucrose in sufficient amount to raise the percentage of solids to approximately 70% to 80%.

1,855,016. Chewing Gum Base. Leon W. Geller Syracuse, N. Y., assignor to American Chicle Co., Long Island City, N. Y., a Corporation of New York. Filed Oct. 2, 1928. Serial No. 309,896. 2 Claims. (Cl. 99-11.)

1. A chewing gum base comprising a mixture of soft chlorparaffin resin, hard chlorparaffin resin and depolymerized rubber, the resin being in excess of the rubber.

